We tear down **ANIMAL HOUSE**

. . . blow up **PROJECT UFO**

. . . smash in **TELEVISION ADVERTISING**

. . . strike out **UNION LEADERS**

. . . and fool around with . . . **MONEY**

MAD

IND ®

No. 207 June '79

OUR PRICE 60c CHEAP

QUESTION: WHICH LINE IS LONGER?

06
0 70989 33230
A. THE CHECK-OUT LINE THAT USES THE NEW "HIGH SPEED" ELECTRONIC MACHINE TO READ THIS UPC SYMBOL

WHY KILL YOURSELF?

JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO MAD

AND HAVE THE NEXT 15 ISSUES MAILED DIRECTLY TO YOUR HOME!

MAD 485 MADison Avenue New York, N.Y. 10022

I enclose $9.00*. Enter my name on your subscription list, and mail me the next 15 issues of MAD Magazine.

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

*In Canada, **$10.00** in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside of U.S.A. and Canada, **$10.00**, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow **10 weeks** for subscription to be processed. We cannot be responsible for any cash lost or stolen in the mails, so **CHECK OR MONEY ORDER PREFERRED!**

NUMBER 207 JUNE 1979

MAD

"The trouble with some people who don't have very much to say is that you have to listen so long to find out!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of Neighbors 18

CROCK-IN-SPIELS DEPARTMENT
A MAD Look At Half-Truths In TV Advertising 24

DON MARTIN DEPARTMENT
Early One Morning South Of The Border 11
One Afternoon Downtown On Main Street 23
One Evening In A Georgia Bus Terminal 48

DOUBLE STANDARD-BEARERS DEPARTMENT
Didja Ever Notice That . . . ? 34

GIVIN' 'EM A RIBBIN' DEPARTMENT
MAD Medals Of The Issues (Lawyers) 17

GROSS ENCOUNTERS OF THE WORST KIND DEPARTMENT
"Reject UFO" (A MAD TV Satire) 41

JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy 40

LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2

LILYING THE GUILD DEPARTMENT
MAD's Academy Awards For Union Leaders 29

MARGINAL THINKING DEPARTMENT
"Drawn-Out Dramas" By Aragones . . . . . **

PHRASING A COIN DEPARTMENT
Money Talks 12

SLEAZY DOES IT! DEPARTMENT
MAD's Success Primer Of The '70's 37

THE BULL OF RIGHTS DEPARTMENT
Parents Are Unconstitutional 14

THE EYES OF TAXES ARE UPON YOUTH! DEPARTMENT
Tax Returns For Teenagers 27

THE FRAT'S IN THE FIRE DEPARTMENT
"Abominal House" (A MAD Movie Satire) 4

**Various Places Around The Magazine

MAD—June 1979. Volume 1, No. 207. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscription in U.S.A., 15 issues $9.00. Outside U.S.A., 15 issues $10.00. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription.
Entire contents copyright © 1979 by E. C. Publications, Inc. Postal Identification Number: 324520. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.
Printed in U.S.A.

VITAL FEATURES

"ABOMINAL HOUSE" (A MAD Movie Satire) Pg. 4

THE LIGHTER SIDE OF NEIGHBORS Pg. 18

HALF-TRUTHS IN TV ADVERTISING Pg. 24

ACADEMY AWARDS FOR UNION LEADERS Pg. 29

SUCCESS PRIMER OF THE '70'S Pg. 37

"REJECT UFO" (A MAD TV Satire) Pg. 41

LETTERS DEPT.

RICKARD'S "GREASE" BALL

I thought Jack Rickard's cover of "Grease" was slick!

Chris Morris
Cherry Hill, N.J.

We would like you to know how tremendous we think your cover and feature on GREASE are. You certainly did a great job.

Michele Cohen
Director of Publicity
John Travolta Productions
Burbank, California

CEASE

"Cease" was magnificent! Stan Hart *really* got the idea with the moral on the last page. Keep up the clever reading between the lines.

K. Thomas
St. Laurent,
Quebec, Canada

"Cease" was good but youse guys forgot to add Sha Na Na to it. They were definitely the best thing about the movie. And they would have been better in your mess!

Sharon Ripple
Sturgis, Mich.

It took a lot of imagination to believe Olivia Newton-John could be a "loose girl", but it was even harder to believe all those old fogies were in high school!

Leann Hanlin
Medford, Oregon

"AIRPORT" HOLDING PATTERN

Way back in issue #195, you featured an article called "Airport '77". In this article, you had "Mr. Steelking", a main character, say, "I just bought every 747 ever made! That's the only way I could think of to prevent them from making 'Airport '78'!" Well, I just heard that they are *now* making a movie called "Airport '79 Concorde". More MAD premonition, perhaps?

Todd P. Schwartz
Dayton, Ohio

WE'VE RUN OUT OF THEM!

Yep, we've run out of these clever fake-out headlines that sucker you into reading these ads for our full-color portraits of Alfred E. Neuman, MAD's "What Me Worry?" kid—suitable for framing or wrapping fish. But we did it again anyway. So c'mon! Mail: 35¢ for one, 75¢ for 3, $1.55 for 9, $3.15 for 27 or $6.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022

SOME REALLY DANGEROUS STUNTS WE'D LIKE TO SEE EVEL KNIEVEL DO ON TV

I really liked "Some Really Dangerous Stunts . . ."! Would you please do more things like that?

Amy Holzhausen
Elkhart, Ind.

I loved the Silverstone-Davis piece, "Some Really Dangerous Stunts We'd Like To See Evel Knievel Do On TV". Their "prophetic" segment on ousted coach Woody Hayes gave me the chills, and many other gags really fractured me. I think you could employ the basic idea for several more articles, and I would really like to see that.

Mark Colella
Los Angeles, Calif.

Silverstone and Davis always had a MAD field day with the scourge of the sidelines, both as the bombastic "Coach Hades"in "MAD's College Football Coach Of The Year", issue #175, *and* the real life Coach Hayes in "Evel Knievel's Dangerous Stunts". Thanks to them, the former O.S.U. slugger has become a bona fide folk hero!

Andy Reichart
Wayne, N.J.

After all their "Hayes-ing", Silverstone and Davis won't have Woody Hayes to kick around any more!

Jeff Blustein
Brooklyn, N.Y.

MAD Preliminary to the Main Event?

I've attempted such hazardous deeds as: (1) taking a taxi and not tipping the driver, (2) passing a gay bar with a pro-Anita Bryant button on, and, (3) going to traffic court in New York City. I've reserved a bed in Bellevue for Evel, so we may compare casts, stitches, lacerations and other such wounds.

Nora Chermak
New York, N.Y.

CONSUMER REPORTS FOR GOV'T PURCHASING AGENCIES

I'd like to comment on Dick De Bartolo's "Consumer Reports For Government Purchasing Agencies". He was completely wrong about our Polish Aircraft Carrier. Because our ship floated upside down, with the planes landing on the hull, our enemy always thought we were sinking. Therefore, the Polish Navy lost no aircraft carriers due to enemy action. Also, since we had steam propulsion (smoke stacks under water), we never gave our position away due to unwanted smoke streaming from the boilers. Please reconsider our illustrious carriers. They are better than most people think!

J.B. Wiltski
Houston, Texas

In case you haven't heard, Polish jokes are passé. In seven years, I had expected your magazine to realize this, mature somewhat and change its policy. Then again, what can you expect from a magazine written for teenagers by adults with pre-teenage minds.

John Jantak
Montreal North,
Quebec, Canada

THE LIGHTER SIDE OF SNOW

"The Lighter Side Of Snow" should be changed to ". . . Snow And Rain". I don't know about you guys, but here in Utica, it usually *rains* when the temperature goes above 32 degrees Fahenheit. Snow doubt about it.

Holley Lambert
Utica, New York

LOU GROUCH

To sum it up, "Lou Grouch" by Torres and Koch annoyed, bothered, irritated, and totally bugged me! Other than that, it was pretty good.

Paul Colbert
Northridge, Calif.

PARENTAL GOADING

I bought my son the March '79 issue of MAD and upon reading it, he dialed "Child Abuse". Could you suggest a good lawyer?

Ginette T. Hochman
Ewing Township, N.J.

Please Address All Correspondence To:
MAD, Dept. 207, 485 MADison Avenue
New York, New York 10022

Unsolicited Manuscripts will not be returned unless accompanied by a self-addressed, stamped envelope!

THE LATEST "NEW-IMPROVED" PRODUCT

COULD BE YOU!

Hoo-hah! Here's your big chance to

GET IT ALL TOGETHER

... namely, all of the instructions necessary to change your life. But first, you have to be willing to ...

CHANGE YOUR LIFE

... by overcoming your inability to

ACT CONFIDENTLY

... as you take out your money and

CONQUER YOU SHYNESS

... toward filling out this coupon. But mainly, you'll have to learn to

ACCEPT YOUR MISTAKES

... like the ridiculous one you are about to make by ordering this book!

NOW ON SALE AT ALL BOOKSTANDS, OR YOURS BY MAIL

use coupon or duplicate

MAD
485 MADison Avenue
New York, N.Y. 10022

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

PLEASE SEND ME: ☐ THE MAD GUIDE TO SELF-IMPROVEMENT

ALSO PLEASE SEND ME THE BOOKS I'VE CHECKED BELOW:

- ☐ The Bedside **MAD**
- ☐ Son of **MAD**
- ☐ The Organization **MAD**
- ☐ Like **MAD**
- ☐ The Ides of **MAD**
- ☐ Fighting **MAD**
- ☐ The **MAD** Frontier
- ☐ **MAD** in Orbit
- ☐ The Voodoo **MAD**
- ☐ Greasy **MAD** Stuff
- ☐ Three Ring **MAD**
- ☐ Self-Made **MAD**
- ☐ The **MAD** Sampler
- ☐ World, World, etc. **MAD**
- ☐ Raving **MAD**
- ☐ Boiling **MAD**
- ☐ Questionable **MAD**
- ☐ Howling **MAD**
- ☐ The Indigestible **MAD**
- ☐ Burning **MAD**
- ☐ Good 'n' **MAD**
- ☐ Hopping **MAD**
- ☐ The Portable **MAD**
- ☐ **MAD** Power
- ☐ The Dirty Old **MAD**
- ☐ Polyunsaturated **MAD**
- ☐ The Recycled **MAD**
- ☐ The Non-Violent **MAD**
- ☐ The Rip-Off **MAD**
- ☐ The Token **MAD**
- ☐ The Pocket **MAD**
- ☐ The Invisible **MAD**
- ☐ Dr. Jekyll & Mr. **MAD**
- ☐ Steaming **MAD**
- ☐ **MAD** at You
- ☐ The Vintage **MAD**
- ☐ Hooked On **MAD**
- ☐ The Cuckoo **MAD**
- ☐ The Medicine **MAD**
- ☐ A **MAD** Scramble
- ☐ Swinging **MAD**
- ☐ **MAD** Overboard
- ☐ **MAD** Clowns Around
- ☐ The **MAD** Treasure Chest
- ☐ **MAD** Sucks
- ☐ **DON MARTIN** Steps Out
- ☐ **DON MARTIN** Bounces Back
- ☐ **DON MARTIN** Drops 13 Stories
- ☐ **DON MARTIN's** Captain Klutz
- ☐ **DON MARTIN** Cooks
- ☐ **DON MARTIN** Comes On Strong
- ☐ **DON MARTIN** Carries On
- ☐ **DON MARTIN** Steps Further Out
- ☐ **DON MARTIN** Forges Ahead
- ☐ **DAVE BERG** Looks at the U.S.A.
- ☐ **DAVE BERG** Looks at People
- ☐ **DAVE BERG** Looks at Things
- ☐ **DAVE BERG** Modern Thinking
- ☐ **DAVE BERG** Our Sick World
- ☐ **DAVE BERG** Looks at Living
- ☐ **DAVE BERG** Looks Around
- ☐ **DAVE BERG** Loving Look
- ☐ The All-New **SPY vs. SPY**
- ☐ **SPY vs. SPY** Follow Up File
- ☐ 3rd **MAD** Dossier of **SPY vs. SPY**
- ☐ 4th **MAD** Classified **SPY vs. SPY**
- ☐ 5th **MAD** Report on **SPY vs. SPY**
- ☐ A **MAD** Look at Old Movies
- ☐ Return of **MAD** Old Movies
- ☐ **MAD**-Vertising
- ☐ A **MAD** Look at TV
- ☐ A **MAD** Guide to Leisure Time
- ☐ **AL JAFFEE's** Snappy Answers
- ☐ **AL JAFFEE's MAD** Book of Magic
- ☐ More **AL JAFFEE's** Snappy Answers
- ☐ **AL JAFFEE's** Monstrosities
- ☐ Still More **JAFFEE** Snappy Answers
- ☐ **AL JAFFEE MAD** Inventions
- ☐ Aragones's "Viva **MAD**"
- ☐ Aragones's **MAD** About **MAD**
- ☐ Aragones's **MAD**-ly Yours
- ☐ Aragones's in **MAD** We Trust
- ☐ Aragones's **MAD** As The Devil
- ☐ Aragones's Incurably **MAD**
- ☐ Aragones's Shootin' **MAD**
- ☐ **MAD** For Better or Verse
- ☐ Sing Along With **MAD**
- ☐ **MAD** About Sports
- ☐ **MAD's** Talking Stamps
- ☐ The **MAD** Jumble Book
- ☐ More **MAD** About Sports
- ☐ **MAD** Word Power
- ☐ Politically **MAD**
- ☐ **MAD** Look at Future
- ☐ **MAD** Cradle to Grave Primer
- ☐ The **MAD** Book of Revenge
- ☐ The **MAD** Guide to Careers
- ☐ History Gone **MAD**
- ☐ **MAD** Stew
- ☐ **MAD's** Turned On Zoo
- ☐ Clods' Letters to **MAD**

On orders outside the U.S.A. be sure to add 10% extra. Allow at least six weeks for delivery.

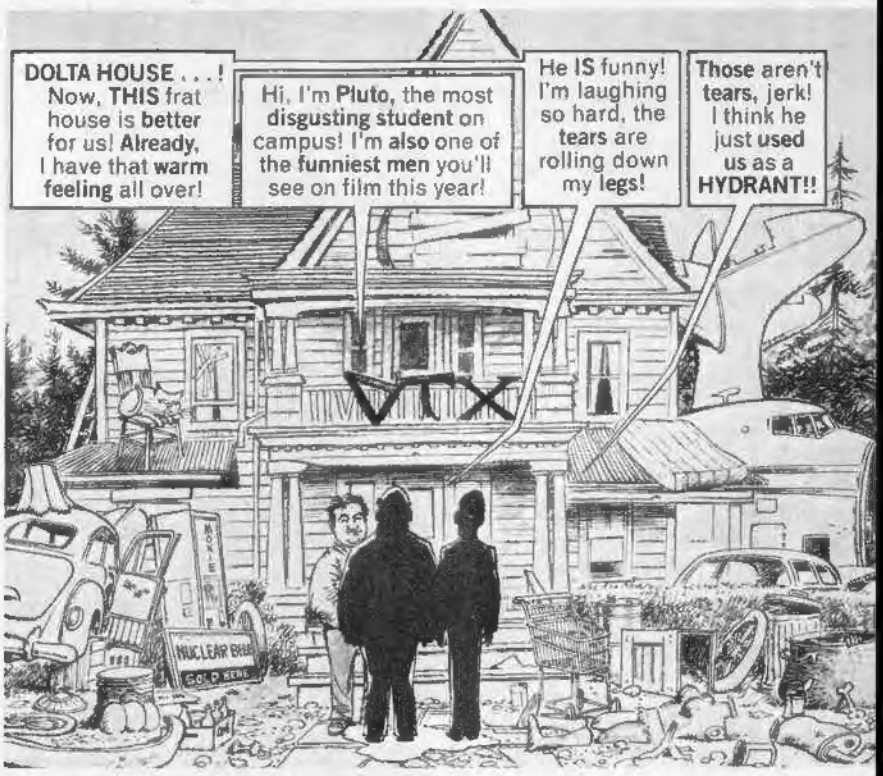
I ENCLOSE $1.25 FOR EACH
(Minimum Order: 3 Books)

We cannot be responsible for cash lost or stolen in the Mails. Check or Money Order preferred!

THE FRAT'S IN THE FIRE DEPT.

In the old days, kids would look up to "Groups" ...like the New York Yankees or the Green Bay Packers . . . strong, skilled athletes who would set shining examples for the Youth of America to emulate. Later generations would idolize "Rock" Groups . . . like the Beatles or the Rolling Stones . . . funny-looking guys, yes, but at least they could sing. Today's kids are looking up to and emulating an entirely different kind of Group. This Group barfs, spits up, guzzles beer, molests women, flunks tests and holds orgies. Evidently, America's Youth feels this is lots more fun than playing ball or singing. We mean the Group from . . .

ABOMINAL HOUSE

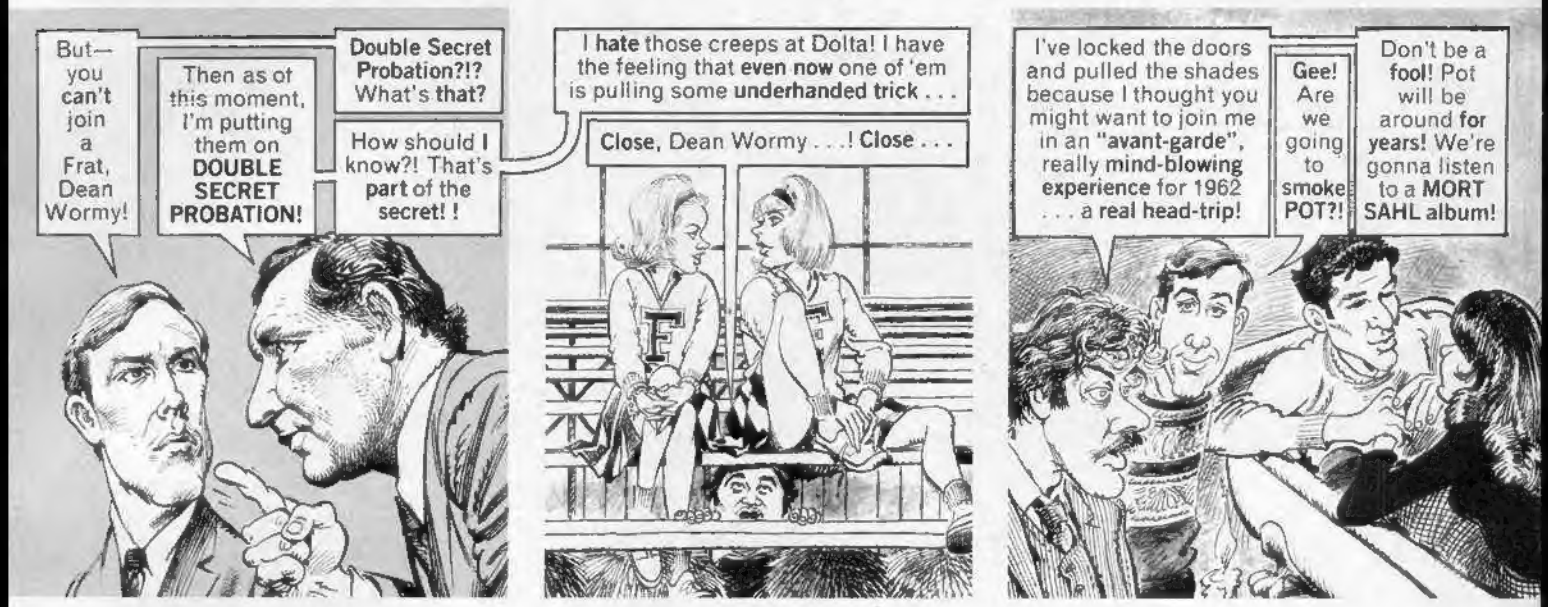


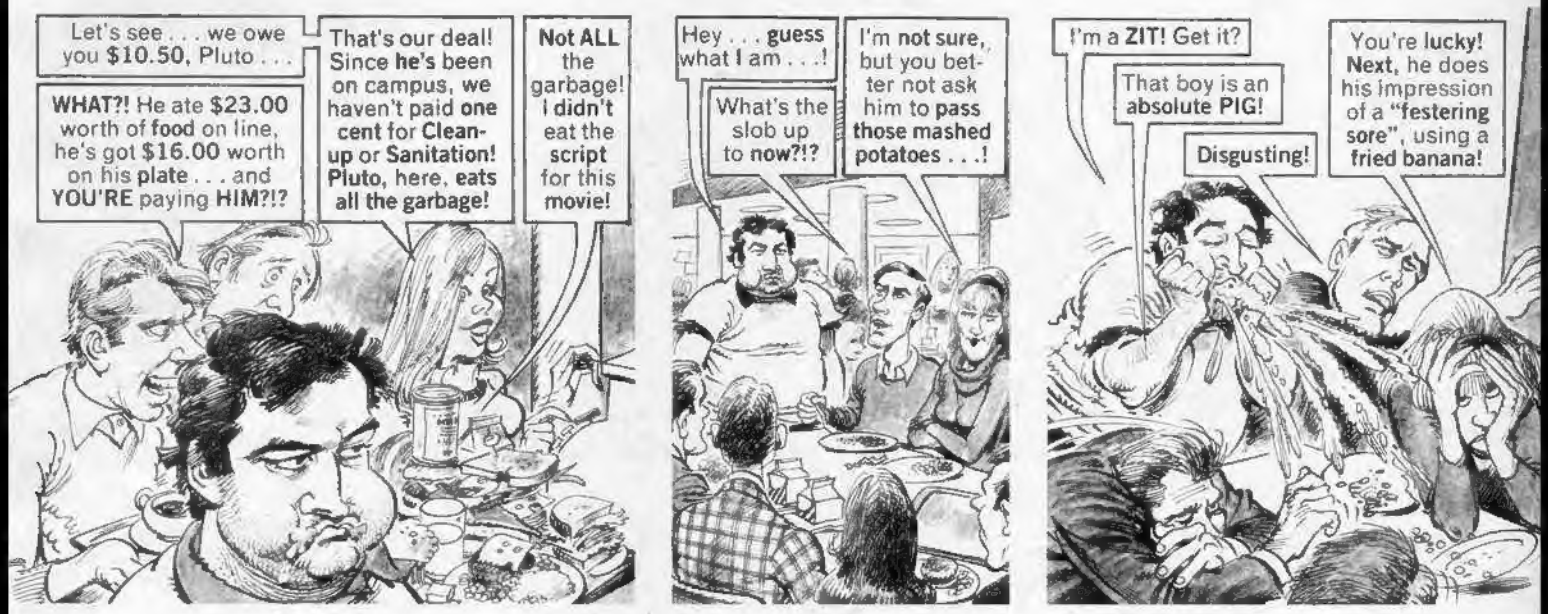
ARTIST: MORT DRUCKER WRITER: ARNIE KOGEN ADDITIONAL DIALOGUE: DICK DE BARTOLO

Listen, guys . . . we just can't keep on rejecting pledgees by throwing things at the movie screen!
No . . . we're running out of movie screens!
Why? Are we running out of pledgees . . . ?
Now this next guy is Leery Krocker! Any comments . . . ?
The kid's okay!
Yeah!
Alright! Krocker is in! How about this next pledgee?
AAAAAGHHHHH!
No! Not him! I don't want HIM here!
Not NOW! Not while I'm running away with this picture! I don't need him around to start stealing scenes!

You are now officially Doltas! Your Dolta name is "Pin Head"!
How come it's "Pin Head"?
Because in this family magazine, we can't call you "$@#%¢&-Head"!
Gee, it's gonna be fun being a fraternity guy in 1962! "Pep Rallies"—"Panty Raids"—"Phone Booth-Stuffing"!
Forget "Phone Booth-Stuffing"! We'd both need our own booth!
That's right! We ARE both "fatties"!
Look at the bright side! The way YOUR body looks, and MY body looks, let's be glad "Streaking" isn't popular yet!!
PHIT
LOUIE . . . LOUIE . . . WHOA . . . NO . . . BABY . . . BABY . . . WE GOTTA GO . . . BOMP . . . BOMP . . . YA-YA-YA-YA-YA!
It's amazing!
That they all sing so bad?
No, that the "Sound Track Album" is doing as well as the movie!

Grogg . . . what's the worst fraternity on campus?
Gee, that's hard to say, Dean Wormy!
Cut the B. S., Grogg! It's the DOLTA house! I've got their disciplinary file right here! Listen:
Back in 1956, they threw a "Surprise Pajama Party" and held 34 Co-eds captive for 10 days in their basement!
In '58, they kidnapped 11 Co-eds, poured pancake syrup over their bodies and tried to pass them off as Farber's first Negro Sorority!
The next year, they stole the Cheerleaders' bras, cut them in half, and sold them as "yamulkas" to B'nai Brith!
And last year, they got hold of 5 corpses, sat them at tables at the Alumni Dinner . . .
And for the entire evening, nobody noticed the difference between the corpses and the living guests!
Gee, Sir, what do you want me to do?
I want you to get me INTO that FRAT!
DEAN WORMY
LOVE THY NEIGHBOR
LOVE THY ENEMY
LOVE LAURIE BACHNER
DOLTA HOUSE


But— you can't join a Frat, Dean Wormy!
Then as of this moment, I'm putting them on DOUBLE SECRET PROBATION!
Double Secret Probation?!? What's that?
How should I know?! That's part of the secret! !
I hate those creeps at Dolta! I have the feeling that even now one of 'em is pulling some underhanded trick . . .
Close, Dean Wormy . . .! Close . . .
I've locked the doors and pulled the shades because I thought you might want to join me in an "avant-garde", really mind-blowing experience for 1962 . . . a real head-trip!
Gee! Are we going to smoke POT?!
Don't be a fool! Pot will be around for years! We're gonna listen to a MORT SAHL album!


Let's see . . . we owe you $10.50, Pluto . . .
WHAT?! He ate $23.00 worth of food on line, he's got $16.00 worth on his plate . . . and YOU'RE paying HIM?!?
That's our deal! Since he's been on campus, we haven't paid one cent for Clean-up or Sanitation! Pluto, here, eats all the garbage!
Not ALL the garbage! I didn't eat the script for this movie!
Hey . . . guess what I am . . .!
What's the slob up to now?!?
I'm not sure, but you better not ask him to pass those mashed potatoes . . .!
I'm a ZIT! Get it?
That boy is an absolute PIG!
Disgusting!
You're lucky! Next, he does his impression of a "festering sore", using a fried banana!

FOOD FI-I-IGHT! !
A food fight! ! What a healthy outpouring of uninhibited fun!
Now, this embodies the true spirit of Higher Education in America!
Y'know, this "Cafeteria Scene" has really caught on with the kids! It's become a cult favorite!
Yeah! Kids all over the country are parking in Lovers Lanes and spitting potatoes at each other!
How unfair, and totally inconsiderate!
What a terrible, terrible waste!
Don't they know there are starving comedians in India . . . just DYING to use food as props!?!
God . . . I hate corn!
That's not corn, lady! That's CREAMED SPINACH!
Idiot! I'm not talking about what we're THROWING! I'm talking about what we're DOING!

I've come to this hell-hole of a fraternity to set you creeps straight! You clowns are the scum of the campus! Your house grade-point average is a disgrace, the lowest in Farber history! And your behavior. . . your drinking and carousing could get you expelled! Now, what do you plan to do about it?

We plan to throw a "Toga Party". . . raise hell. . . and seduce your wife!

Good! As long as we understand each other!

Tell me, what exactly IS a "Toga Party" anyway?

It gives us a chance to put on sheets and go berserk!

Y'know, there's another bunch of guys into that!

Another frat . . . here on campus?

No, the Ku Klux Klan!

Right But I don't think they'd hire the same band!

SHOUT—A LITTLE BIT SOFTER NOW! SHOUT—A LITTLE BIT LOUDER NOW! SHOUT—A LITTLE BIT REPETITIOUS NOW! SHOUT—A LITTLE BIT BORING NOW! SHOUT—IT'S SO NOISY NOW!

Are you wearing anything under that sheet?

Would you like to see? ?

No, thanks! I wouldn't want to spoil this swell time I'm having.

Well, I think Pluto looks simply adorable!

It wasn't easy! He had to go to every Men's Shop in town to find a size 48 stout Contour Sheet!

Where do you guys get that unbridled energy?! All these orgies. . . all these zany pranks . . . going crazy-wild every Saturday night . . .!!

That's just for kicks . . . for now, while we're in college! When we grow up and become respectable citizens, I don't think we'll be making our livings by going crazy-wild every Saturday night!

Hey . . .speak for yourself, chum

Hi, Punto . . .!

Hey! Why, it's Chlorine, the girl I picked up in the Supermarket! I'm glad you could make it!

I got some catching up to do! What do you have to drink?

Man, she's a boozer! I've got it MADE!!

How about some 12-year-old Bourbon?!?

No, thank you! I make it a rule never to drink anything OLDER than I am!

Whoops!

Well! Dean Wormy's wife! Welcome . . .! You're just what this party needs! . . . Another drunk!

The Dean is very upset, Udder! He found out that you were cheating!

On my Midterm Exams?!?

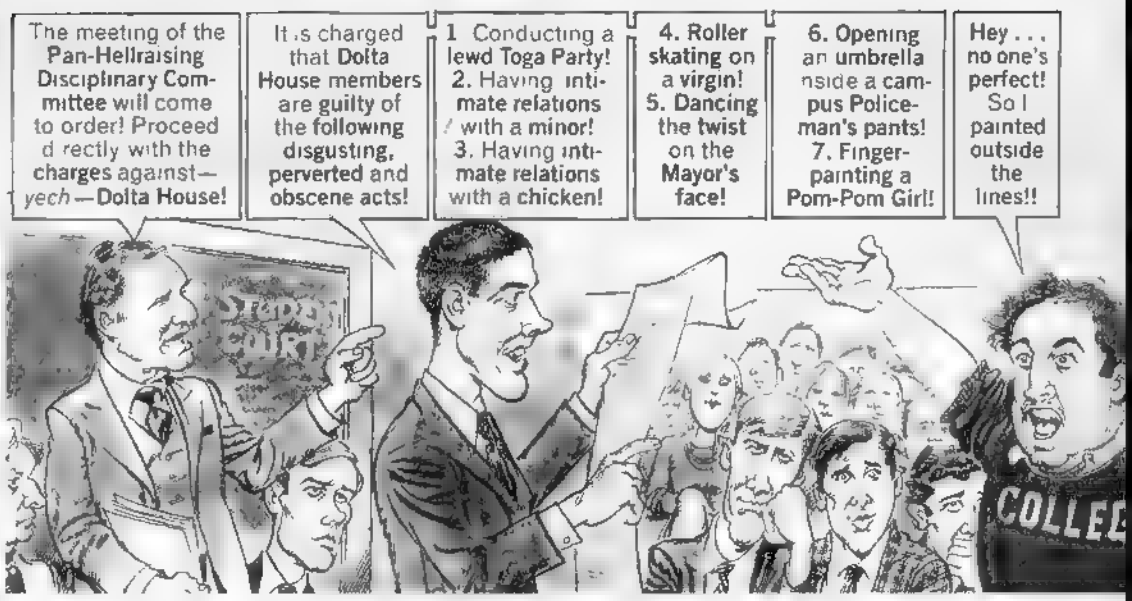
No . . . With ME!

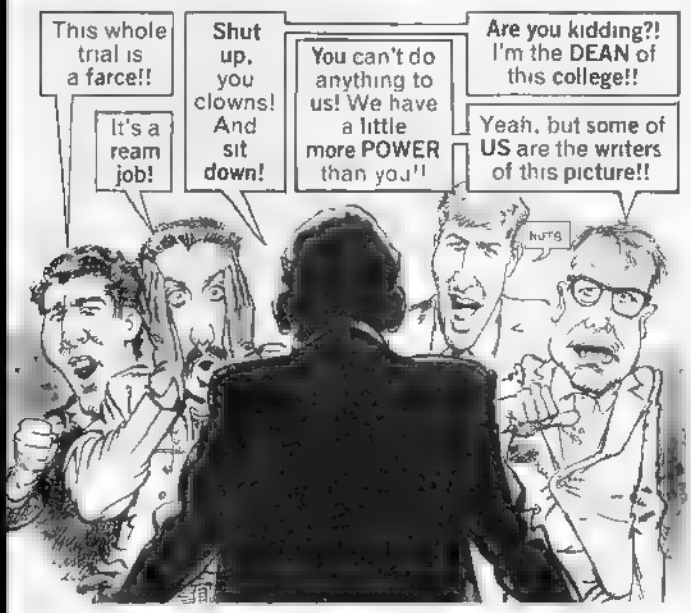
But . . . I haven't cheated with you!

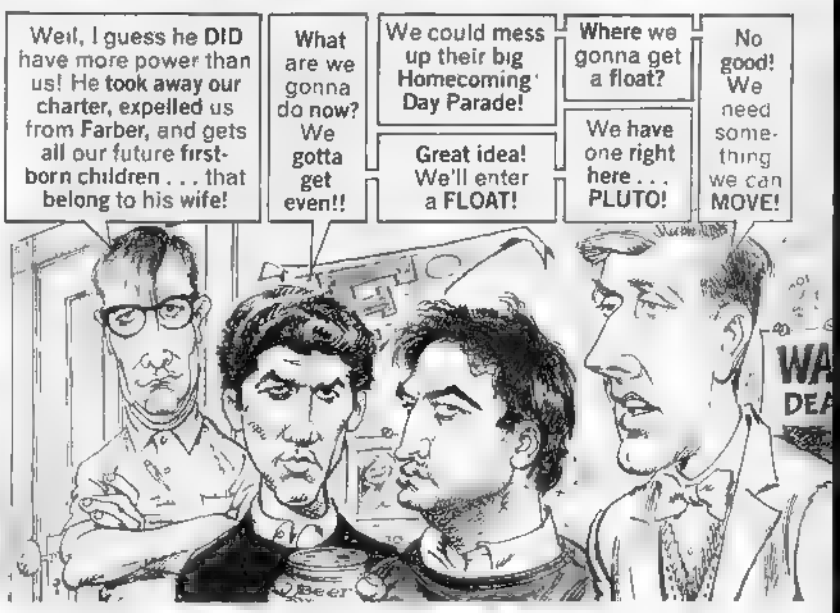
Let's go upstairs to the bedroom . . . and talk about it!

WELC : ME JOE

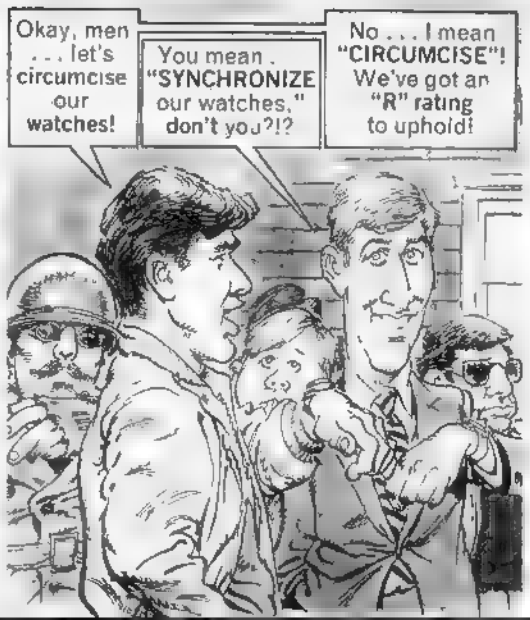
I m—I'm sorry about a this TISSUE PAPER, Leery
Oh I understand! You have to pack those things very carefully so they don't break while you're dancing!

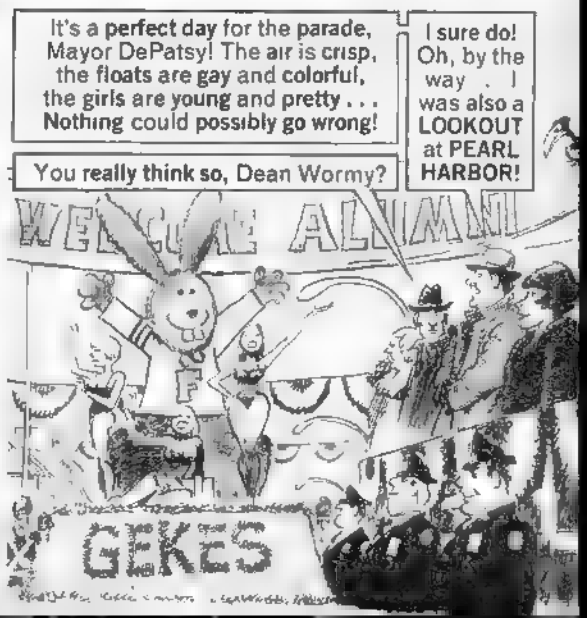

The meeting of the Pan-Hellraising Disciplinary Committee will come to order! Proceed d rectly with the charges against—yech—Dolta House!
It s charged that Dolta House members are guilty of the following disgusting, perverted and obscene acts!
1 Conducting a lewd Toga Party! 2. Having intimate relations with a minor! 3. Having intimate relations with a chicken!
4. Roller skating on a virgin! 5. Dancing the twist on the Mayor's face!
6. Opening an umbrella nside a campus Policeman's pants! 7. Finger-painting a Pom-Pom Girl!
Hey . . . no one's perfect! So I painted outside the lines!!
COLLEG


This whole trial is a farce!!
It's a ream job!
Shut up, you clowns! And sit down!
You can't do anything to us! We have a little more POWER than you!!
Are you kidding?! I'm the DEAN of this college!!
Yeah, but some of US are the writers of this picture!!


Well, I guess he DID have more power than us! He took away our charter, expelled us from Farber, and gets all our future first-born children . . . that belong to his wife!
What are we gonna do now? We gotta get even!!
We could mess up their big Homecoming Day Parade!
Great idea! We'll enter a FLOAT!
Where we gonna get a float?
We have one right here . . . PLUTO!
No good! We need something we can MOVE!

May I have 288 marbles, please
That's two gross!
NOTHING's too gross for this movie!
TOYS

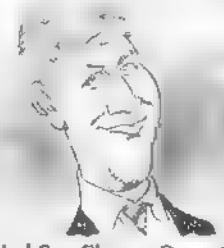

Okay, men . . . let's circumcise our watches!
You mean . "SYNCHRONIZE our watches," don't you?!?
No . . . I mean "CIRCUMCISE"! We've got an "R" rating to uphold!


It's a perfect day for the parade, Mayor DePatsy! The air is crisp, the floats are gay and colorful, the girls are young and pretty . . . Nothing could possibly go wrong!
You really think so, Dean Wormy?
I sure do! Oh, by the way . I was also a LOOKOUT at PEARL HARBOR!
GEKES

VINCENT JAMES DAY '63

Legal Assistant to Ralph Nader.

ROBERT HOOVERVAC '63



Had Sex-Change Operation. Now A Leading Female Tennis Pro.

KINK BARFMAN '66

Missing Since 1971. Rumored To Have Been Sucked Into A Tuba.

G. BRENT MARMALADE '63

Rabbi—Temple B'nai Loaded Rockville Centre, New York.

DIRK NEITCHEMEYER '63

Successful Stand-up Comedian Hollywood, California.

DEAN VERNAL WORMY '48

Burned At Stake During Student Demonstations, Berkeley, 1967.

MRS. WORMY 38-27-38

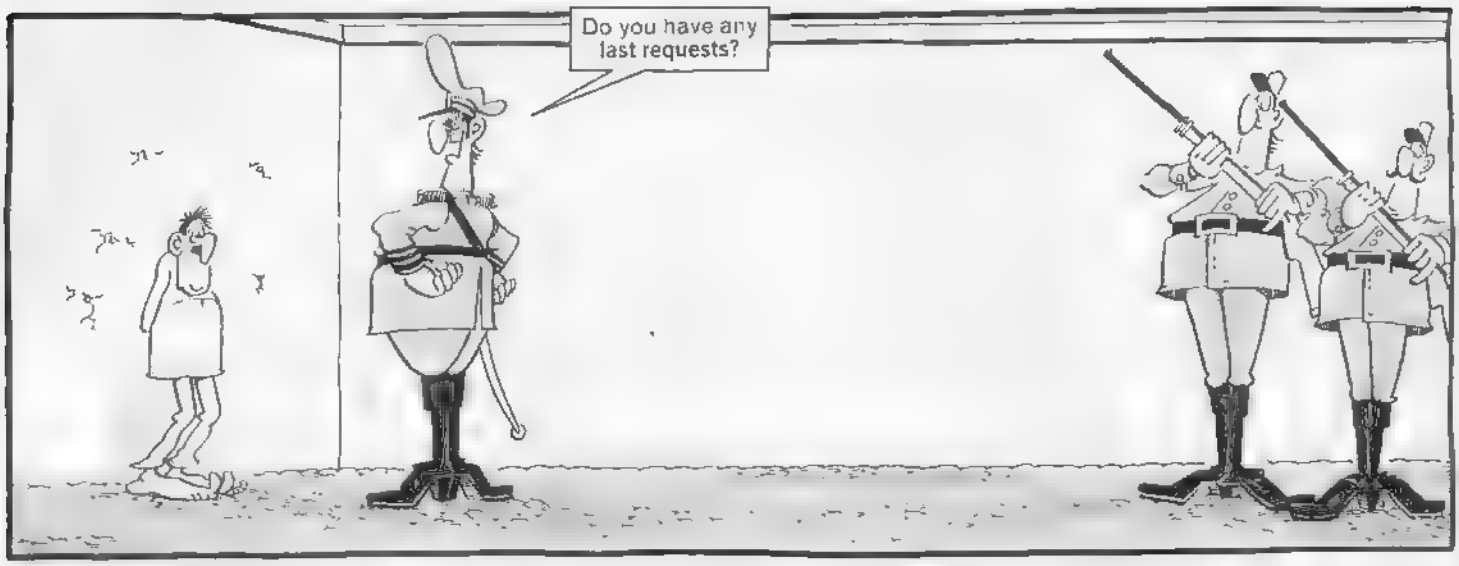
Arrested For Molesting A Minor Now Serving 10-20, Chattahoochee.

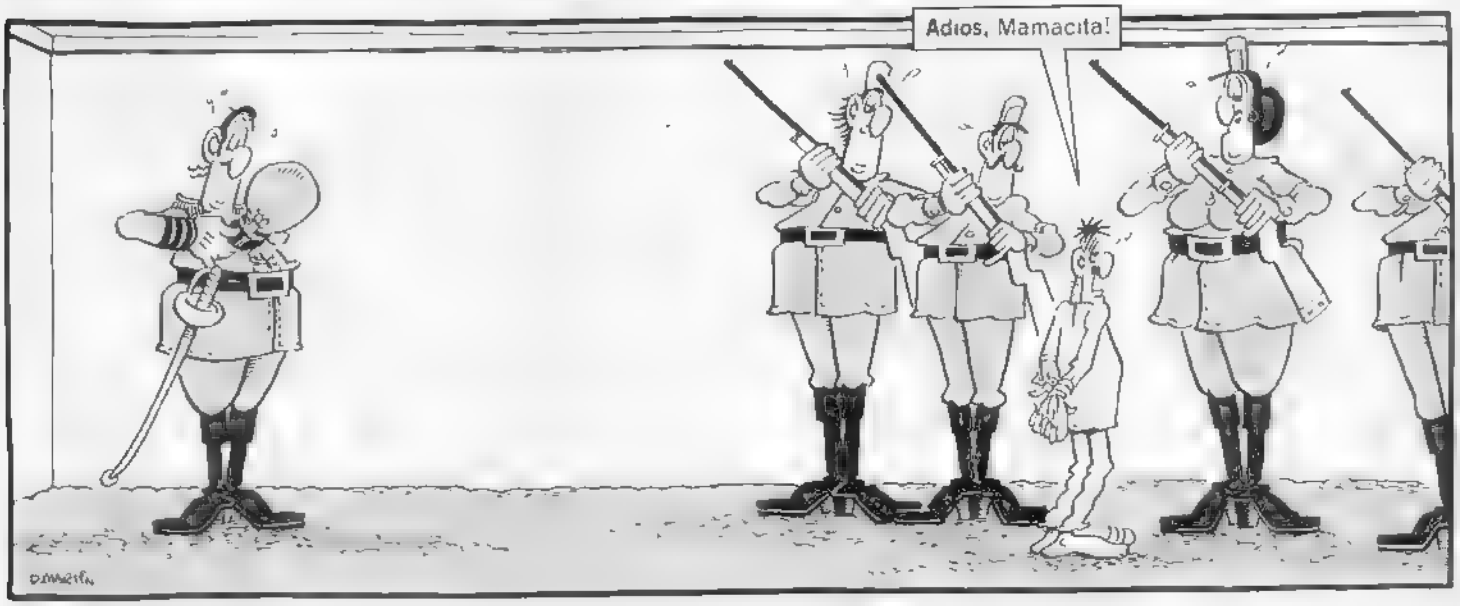
JOHN MOP PLUTO '63

Advisor to Pres. Nixon '68-'72
Advisor to Pres. Ford '73-'74
Advisor to Pres. Carter '74 —

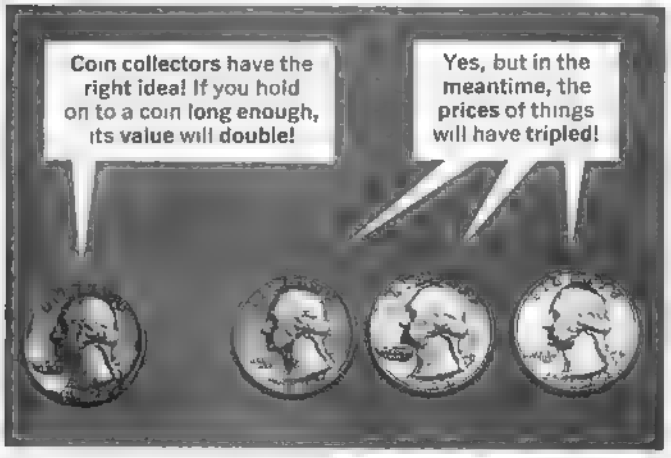
DON MARTIN DEPT. PART I

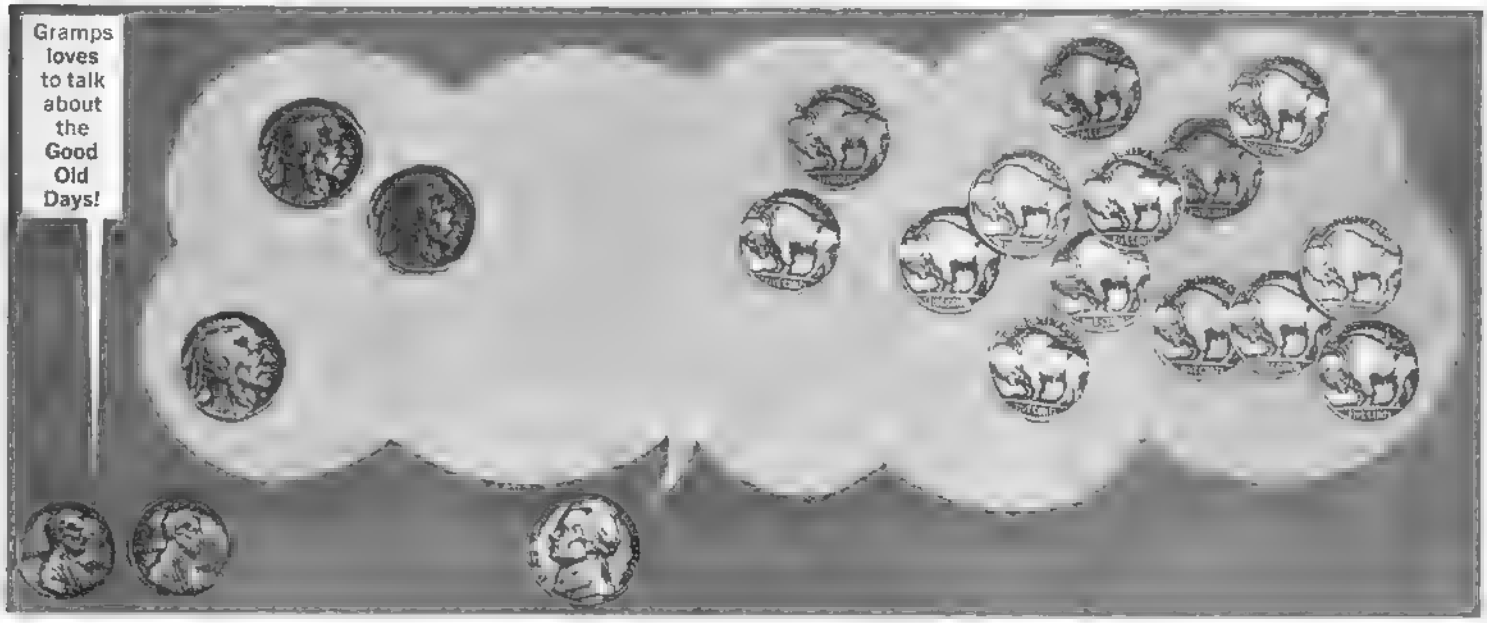
EARLY ONE MORNING SOUTH OF THE BORDER





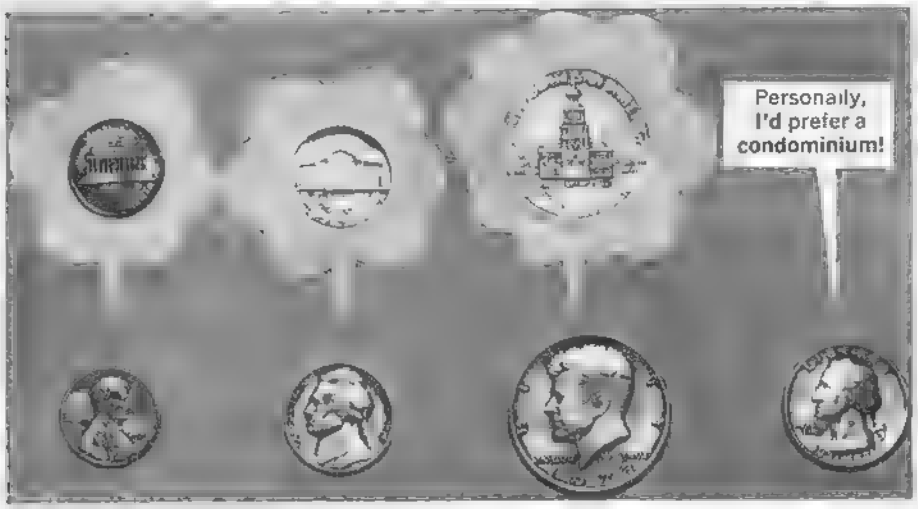
IT MAY BE DIFFICULT TO BELIEVE, SINCE NONE OF US SEEM TO HOLD ON TO IT LONG ENOUGH TO STRIKE UP A CONVERSATION WITH IT, BUT MON

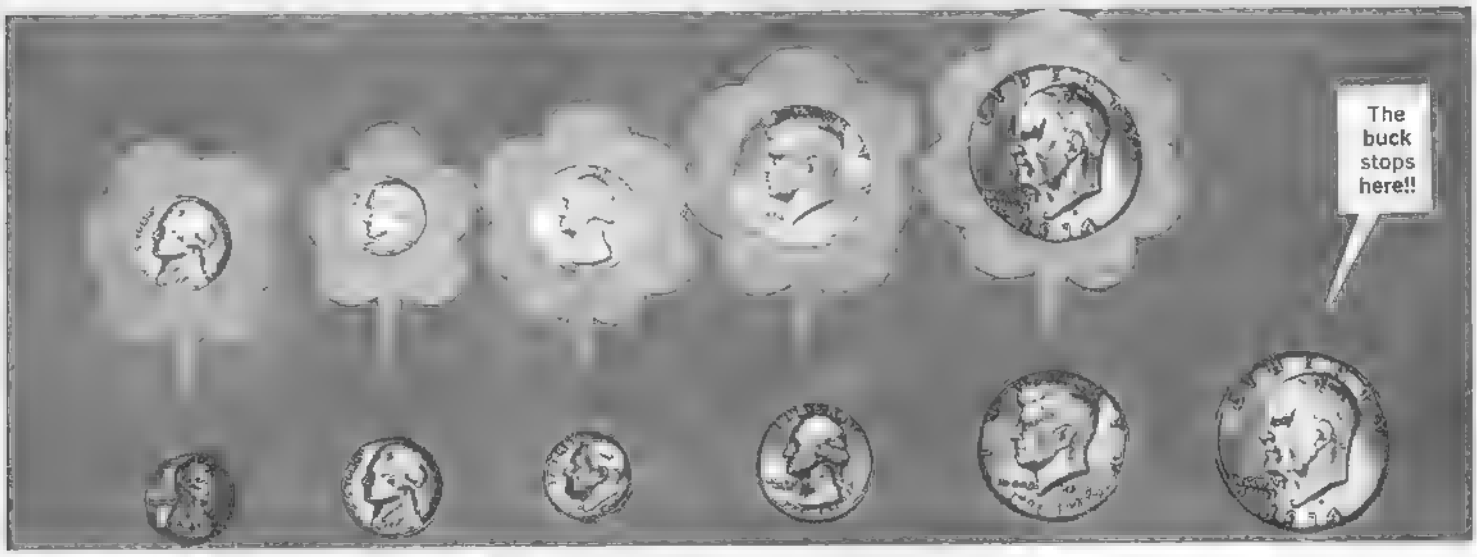




EY TALKS

ARTIST: BOB CLARKE WRITER: HENRY CLARK





One of the greatest glories of our nation is "The Constitution." It assures us of our Rights in our Democracy. If you're an Adult, that is! But if you happen to be a Kid, it doesn't apply! Oh sure, it's supposed to protect everybody, but today there's one group that violates the Constitutional Rights

PARENTS ARE UNCONSTITU

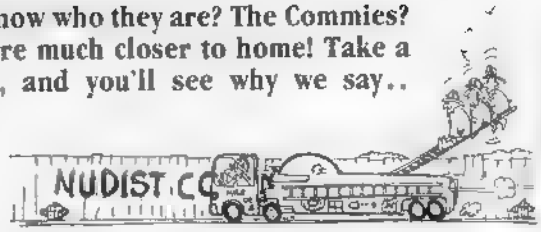
AMENDMENT I
(There shall be) "...no law...abridging the freedom of speech..."

AMENDMENT I
(There shall be) "...no law...abridging the right of people to peaceably assemble..."

AMENDMENT V
"...nor shall any person...for the same offense... be twice put in jeopardy of life and limb..."

AMENDMENT V
"No person...shall be compelled... to be a witness against himself..."

of Kids constantly. Know who they are? The Commies? The Nazis? No, they're much closer to home! Take a look at this article, and you'll see why we say..

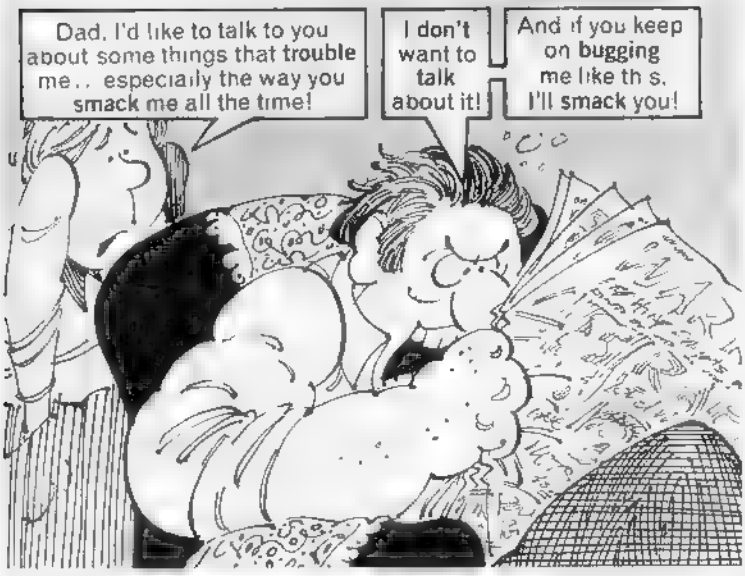


ARTIST: PAUL COKER
WRITER: STAN HART

TIONAL

AMENDMENT I
(There shall be) "...no law respecting an establishment of religion..."

AMENDMENT I
(The people have a right) "...to petition for a redress of grievances..."



AMENDMENT IV
"The right...to be secure against...unreasonable searches and seizures shall not be violated..."

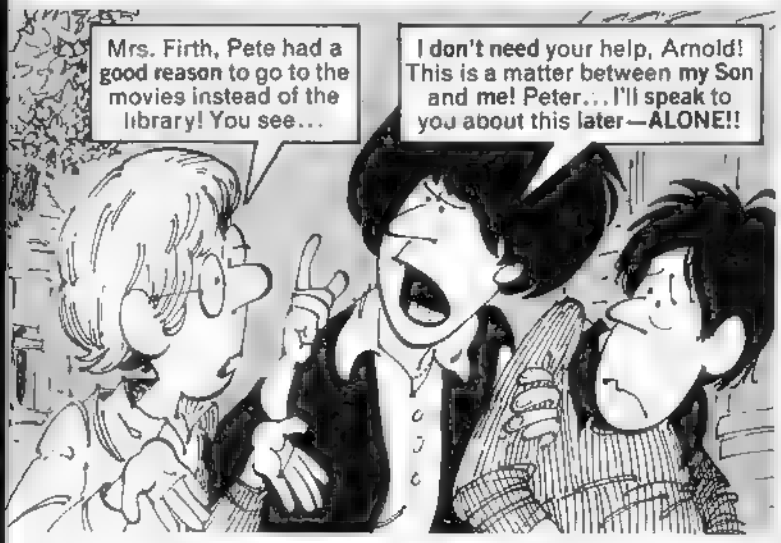
AMENDMENT V
"...nor shall private property be taken for public use without just compensation..."

AMENDMENT VI
"...the accused shall enjoy the right to a speedy...trial..."

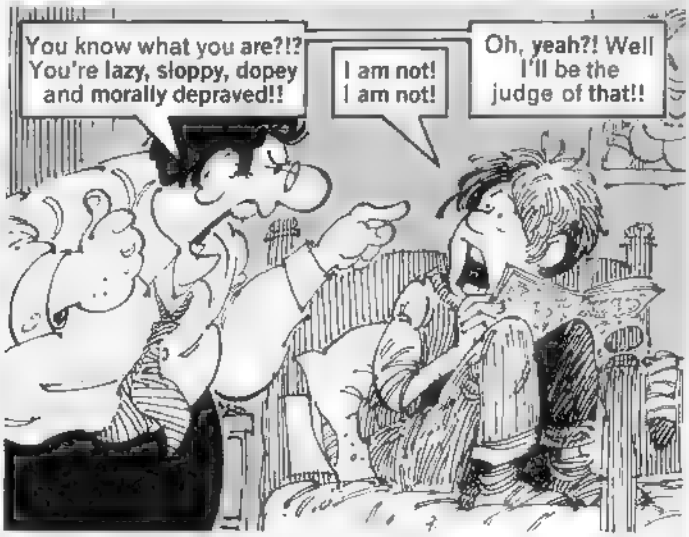
AMENDMENT VI
"...the accused shall...be informed of the nature and cause of the accusation..."

AMENDMENT VI
"...the accused shall...be confronted with the witnesses against him..."

AMENDMENT VI
"...the accused shall...have the assistance of counsel for his defense..."



AMENDMENT VII
"...the right of trial by jury shall be preserved..."



AMENDMENT VIII
"...excessive fines *(shall not be)* imposed..."

AMENDMENT VIII
"...cruel and unusual punishment *(shall not be)* inflicted..."

GIVIN' 'EM A RIBBIN' DEPT.

Why restrict the awarding of medals to the military? After all, Civilians perform heroic acts while fighting life's daily battles as well! Let's recognize them with

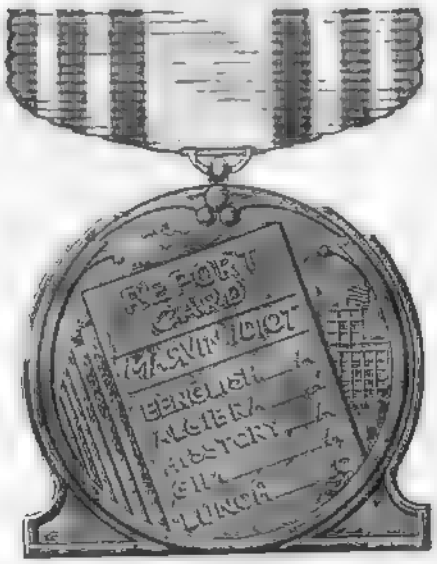
THIS ISSUE'S PROPOSED MAD MEDALS

... TO BE PRESENTED TO DESERVING TEACHERS

THE DOUBLE INCOME MEDAL

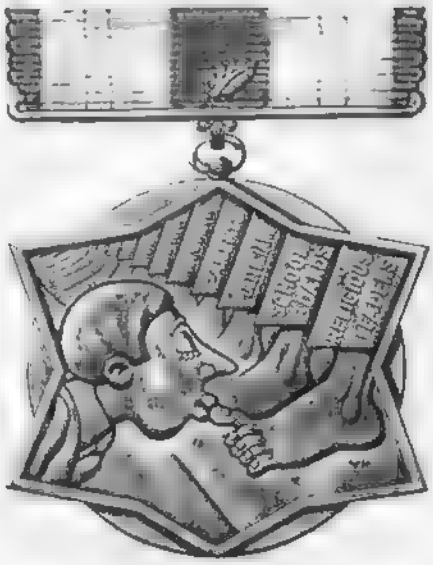
For devoted service, above and beyond the call of duty, as spare time tutors to students who couldn't learn a thing in their classrooms in the first place, and getting paid all over again for it.

THE PASS 'EM ALL CITATION



For heroic achievement by Teachers who promoted all students, regardless of merit . . . thus avoiding classroom congestion and extra taxpayers' expense that left-back dummies would create.

THE YELLOW BACKBONE MEDAL



Presented to Teachers who demonstrate outstanding sensitivity to community needs . . . by bowing to each and every special interest group in the neighborhood in order to keep their jobs.

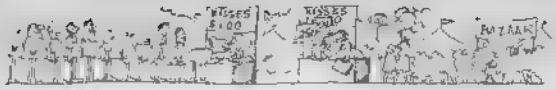
THE SILVER DUNCE CAP AWARD

Awarded to teachers who distinguish themselves by consistently turning out students with educations rated more than two years below the norm.

THE SWINGING PLACARD MEDAL

For brutal savage combat action during long, violent Teacher's strikes —clearly demonstrating to students how to get along in the real world.

ARTIST & WRITER: AL JAFFEE



BERG'S-EYE-VIEW DEPT.

THE LIGHTER SIDE OF... NEI

GHBORS

ARTIST & WRITER
DAVE BERG

This is my next door neighbor and dearest friend! The secret of why we get along so beautifully is that we put ourselves out for each other!

F'rinstance, just last week I did five favors for her . . . but who's counting?!?

Er—no, dear! It was FOUR favors! And I did SIX for you! But who's counting?!?

No, darling! It was FIVE favors! You forgot the time I went shopping for you! But who's counting?!?

I hardly consider those few items you picked up for me as a favor! You were going shopping anyway! So that doesn't count!

If you're going to SCRUTINIZE every favor I do for you, maybe it's better NOT to do ANY AT ALL from now on!

That suits me FINE!! I'm LEAVING! And don't bother to come around and APOLOGIZE!

Richie Finkle, is this your baseball?

In all honesty, it most certainly is!

Oh, my goodness Where did you find it?

Next to my broken window, smashed vase and shattered mirror!

Richie, did you hit that ball through Mr. Caputo's window and cause all that damage?

Yes, Ma'am! I cannot tell a lie! I did it!

I admire his candor, but it's still gonna cost you folks $90!

That's a lot of money! But there's some compensation, knowing I have an honest son!

If I hadn't hit the winning home run, I'd be standing here lying like hell!!

Every night at exactly eleven o'clock, our upstairs neighbor goes to bed! First, he takes off one of his heavy clodhopper work shoes and drops it on the floor. . . like THAT!!

KLUMP!

Why aren't you going to sleep? And why are you staring up at the ceiling?

I can't go to sleep until the other shoe drops!

There! Okay! I'm satisfied! Now, I can go to sleep!

KLUMP!

KLUMP!

That's the SEVENTH time they've STOPPED TALKING to each other! But WHO'S COUNTING?!?

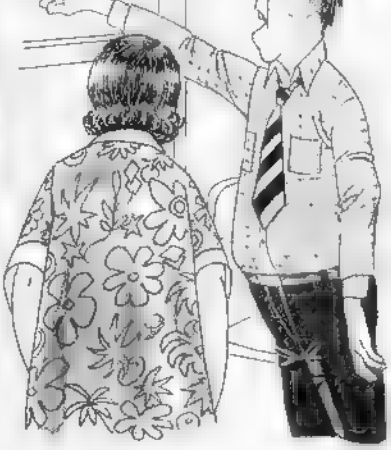
Hi, there! We need help! We're having a party and we're short of chairs, serving dishes and glasses! Be a good neighbor and lend them to us, please?
Certainly! With pleasure!

You're both so sweet to do this for us! Of course you WILL come over later!!

We're going to need HELP carrying all this BACK!

I'm so embarrassed that our Son is living with a girl without the benefit of Clergy! It's a SHAME for our NEIGHBORS!!

I can't STAND the idea that the people next door are gloating over our troubles!
Oh, don't be silly! Today, ALL parents are having problems!


Take the McGillas next door! Their Daughter just had a BABY, and she's NOT MARRIED!

YEAHHH!

I moved in right next door to you over a month ago!
I know! With six dogs!!

Right! And four cats!
And seven children!

Right! And a Wife!
Who's always screaming at the kids!
Right! Now, what I want to know is—

How come nobody welcomed us?!

It's such a beautiful day! Why aren't you outside . . . playing?!?

With WHO . . .?!

Why, with Bruce!

Bruce's Mother got re-married . . . and they moved away!

Oh . . .? Then with Sidney!

Sidney was living with his divorced Father . . . who ALSO got re-married and they moved away!

THOSE WEDDING BELLS ARE BREAKING UP THAT OL' GANG OF MINE!

Hi, neighbor . . are you a jogger?

No, I'm not!

Hi, neighbor . . . are you a jogger?

Absolutely not!!

Hi, neighbor . . . are you a jogger?

You bet your sweet life I am!

Great! Then you wouldn't mind running down to the store to get me a pack of cigarettes!

I married the girl next door! We'd started going together as far back as Elementary School!

We were Sweethearts all the way through Junior High School, High School . . . and even College!

Then we got married! After nine months, the normal thing happened!

My . . . what a beautiful story! Was it a boy . . . or a girl?

Neither! We got DIVORCED!

David Berg

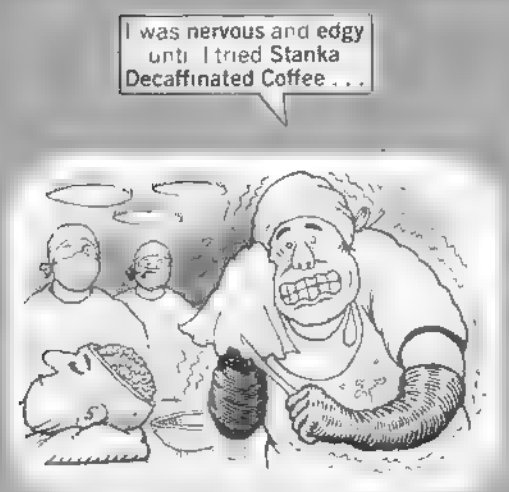
DON MARTIN DEPT. PART II

ONE AFTERNOON DOWNTOWN ON MAIN STREET

CROCK-IN-SPIELS DEPT.

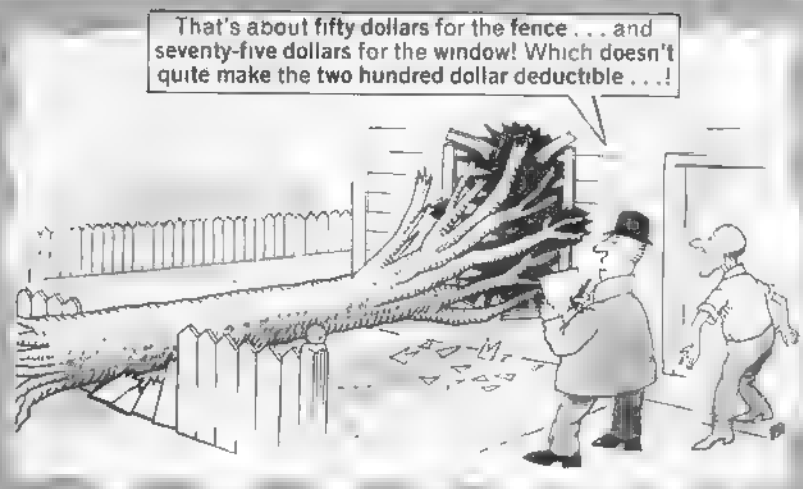
A MAD LOOK AT... HALF TRUT

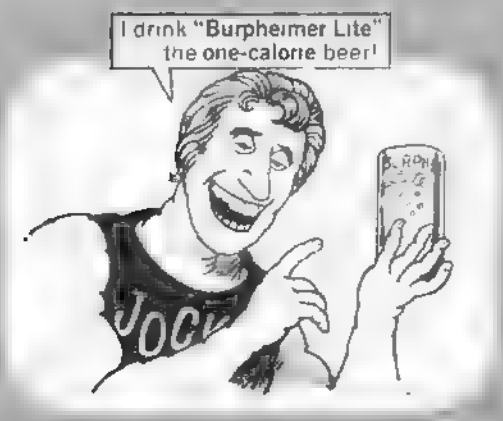
ARTIST: AL JAFFEE



HS IN TV ADS

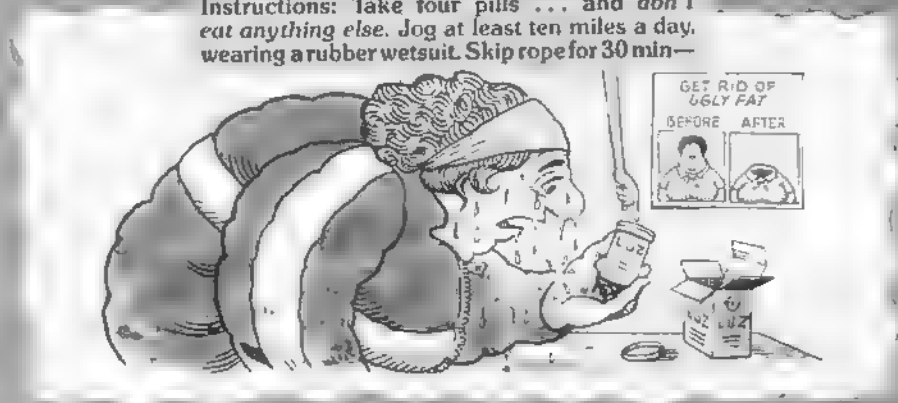
WRITER PAUL PETER PORGES



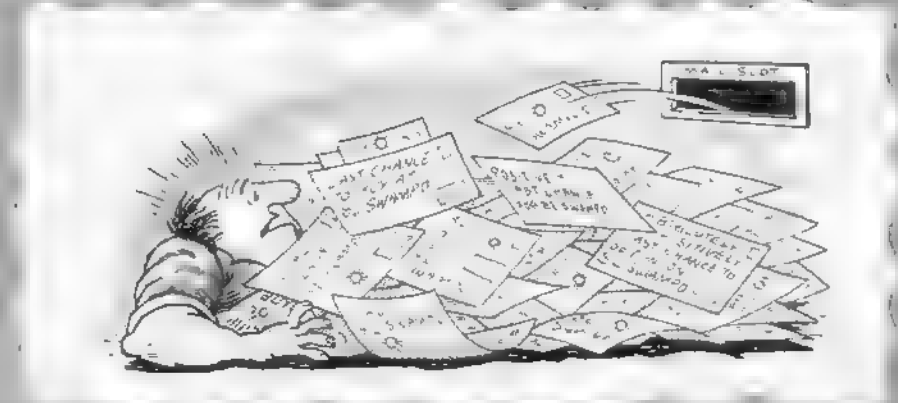

I drink "Burpheimer Lite" the one-calorie beer!

And it takes a full case just to get a slight buzz on!
2858
378

Lose up to 15 pounds in one week with "Luz" pills!
LUZ


Instructions: Take four pills ... and *don't eat anything else.* Jog at least ten miles a day, wearing a rubber wetsuit. Skip rope for 30 min—
GET RID OF UGLY FAT
BEFORE
AFTER

. . . and we promise, NO SALESMAN WILL CALL . . .
EL SWAMPO
LAND SALES COMPANY


MAIL SLOT

Fly "Getta"! We get you there ON TIME!
GETTA

Well we DID get you here on time! Unfortunately, your luggage will be here some time tomorrow!!
BAGGAGE CLAIM AREA #12
GETTA
AIR EXPRESS TO STUDEBAKER MOTOR CAR CO
TEFAUVER COMMITTEE
I LIKE IKE CAMPAIGN BUTTONS
JOHN FOSTER DULLES
1965 OLYMPICS
Jaffee

With the National Debt increasing every year, the Government is frantically attempting to keep ahead of it by grabbing a percentage of everyone's income. It taxes Corporations' incomes, Small Businesses' incomes and Individuals' incomes from stuff like wages, tips, interest, dividends, prize monies, etc. However, it seems as though a huge segment of the population has been overlooked by the Government in their efforts to raise money through taxes. The way things are going, we wonder how long it will be before the IRS issues:

TAX RETURNS FOR TEENAGERS

1040-T

Department of the Treasury—Internal Revenue Service

U.S. Individual Teenager Income Tax Return

1978

Your First Name	Last Name	Middle Initial	School	Grade
Present Address				
Name of Parent, Principal, Boss, or someone else of authority you're afraid of				
	Address		Telephone No	
Did you die in 1978? ☐ (If yes please attach a note of explanation)				

Income From Wages	(Include all wages from regular jobs, part-time jobs, Saturday afternoon jobs, evening jobs and con jobs.)		
Additional Income	(Like cash from Grandparents; money earned for running errands, washing cars, doing someone else's homework, making yourself scarce while your older brother uses living room to make out, blackmailing brother, etc.)		
Unexpected Income	(Like change found in telephone and vend ng machine coin return slots, change found in streets, change found deep down in the seats in public places, etc.).		
Other Income	(Include here your income from sources that the IRS would never even think of in a million zillion years.)		

Total Income For 1978 _____

If you do not wish to itemize deductions, you can stop right here. Take a look at the figure next to TOTAL INCOME. How much of that amount over $1.00 do you think would be fair to pay in Income Tax? Fill in amount: $ _____
Now take the amount you filled in and multiply it by TEN, and pay that amount!

Form 1040-T 1978

WRITER DICK DE BARTOLO

Schedules A&B—Itemized Deductions

1978

Deductions Monies Spent On Dependents	Dogs, cats, white mice, gerbels, rabbits, fish, etc. . . . . . If Parents are rich: Horses, ponies, cattle, etc. . . . . . If Parents are poor: rats, roaches, spiders, etc.		
Deductions Medical Expenses	Regular MD (What are you, some kind of sick weakling?) . . . . . . Psychiatrist (What are you, some kind of crazy nut?) . . . . . . Optician (What are you, some kind of four-eyed freak?)		
Deductions Unusual Medical Expenses	Gynecologist (At your age, please explain_____) . . . . . . Obstetrician (At your age, please explain_____) . . . . . . Acne Cures (Must not exceed your gross yearly income)		
Contributions to Charities	(Note: Buying tickets to local ballteam games, even though they don't stand a chance of winning in a million years, can't be considered giving to charity)		
Religious Contributions	(Note: Buying "Donny & Marie" and "Pat Boone" records is *not* deductible as Religious Contributions! Going to Discos is *not* deductible, even if you go *religiously!)*		
Educational Expenses	If you watch "Educational TV," you can deduct a part of the cost of your TV Set. (But don't get carried away. Surveys show that only .6% of TV shows are educational!)		
Travel Expenses	(Note: Business or School Travel may be deducted as follows Car: 15¢ a mile. Bike: 2¢ a mile. Skateboard: 2¢ a block)		
Entertainment Expenses	(Note: Only Entertainment Expenses strictly for business purposes may be deducted. For example, eating in school cafeteria is not deductible. It may, however, end up giving you a "Medical Deduction." Also, taking a girl for a "Big Mac" to break down her resistance to "going all the way," is not an Entertainment Expense. However, it, too, may well end up giving you a "Medical Deduction.")		
Business Expenses	(Note: The IRS is very generous in allowing deductions for the cost of earning money. For example, if you made $85 00 a year washing cars, the IRS will let you deduct the cost of the pail and sponge. If you earned money running errands, attach notarized estimate from local Shoe Repair covering cost of sneaker sole replacement.		

Total Deductions For 1978 _____

Enter TOTAL INCOME FOR 1978 here ◀———————▶

Enter TOTAL 1978 DEDUCTIONS here ▶———————◀

Which line is longer? (Neither! It's an optical illusion!)

Enter TOTAL TAX FOR 1978 DUE here _____

If you owe money, pay that amount by April 15th. If you don't owe any money, something is wrong! Do the whole thing over!

Taxpayer's Signature _____

In past issues, we've presented MAD's Academy Awards to practically everybody who performs for the public. But there's one group we forgot. This group includes some actors that make Dustin Hoffman look like a truss salesman. So here we go with . . .

ACADEMY AWARDS FOR UNION LEADERS

ARTIST: JACK DAVIS WRITER: STAN HART

And the **winner** is **Martha Royal** in **"Doing It For You"**...

And so, Class, if we **have** to go on strike, I want you all to know the **reasons** . . .

We want **smaller classes**, so that we can give **more attention** to each of our **students!**

Now, let's have our **daily test!** While you're **doing** that, I have some **work** to do on my **cuticles!**

Congratulations, Miss Royal! I'm so glad you could take the **time off** to make these **ceremonies** . . .

WHAT time off?!? This falls under the category of **"Extra Curricular Activities"!** And if these ceremonies run past **three o'clock, I get time and a half!**

In the category of **"Union Pension Funds,"** the first nominee is **Spike Worchek** in **"You Understand?"**...

Oh . . .? So you wanna know **why** you're not getting a **pension** after **50 years** in the **mines?!** Well . . . I'll **tell** you why!

If we gave **YOU** a pension, we'd have to give one to **EVERY** miner! And think what that'd do to our **$500,000,000 pension fund!** How could we build **classy hotels** in **Las Vegas** that you miners could be **proud** of? You **understand**, don't you??

Of course! **God bless you,** Mr. Worchek!

The next nominee is **Paul Raider** for his brilliant performance in the memorable **"Wrong? I Did Wrong??"**

Did you or did you **not** lend **ten million dollars** of **Union Pension Funds** to Mr. **Bruno Garbagio,** the **Underworld King . . .??**

UnderWORLD King?!? I thought he was the **UnderWEAR** King! Maker of **T-shirts** and **briefs!**

And didn't you **get rid of** the man who was about to **expose** you?!

That guy was in an **accident!!** His **car** went over a **cliff!**

AFTER he was **shot** in the **head!!**

Thank God he was spared the horror of the **impact!**

And the **winner** is **John Potter** in **"My Union . . . My Life!"**...

And in **closing,** let me add that I am giving my **life** to our **Union** . . I've never asked for **anything** in **return!**

Working for the **good** of my **fellow man** has been **reward enough!**

Accepting the award for Mr. Potter is his **wife, Eloise!**

Unfortunately, John can't be here tonight! He ran off to **Brazil** with his **Secretary,** and the **Union Pension Fund!** If I ever see him, I'll **give** him this statue—**right between the eyes!**

In the category, **"Union Presidents,"** the first nominee is **Oscar Rascal** for **"Business Is Business"**...

Tell me . . . why are we striking THIS store and not the OTHER one?

Because THIS store underpays its employees, has disgusting working conditions and refuses to be Unionized!

So does the other store!

I know! But I've got a 50% interest in that one!

For his masterful role in **"I Scratch Your Back, You Scratch Mine,"** the second nominee is **Al Bullyock** . . .

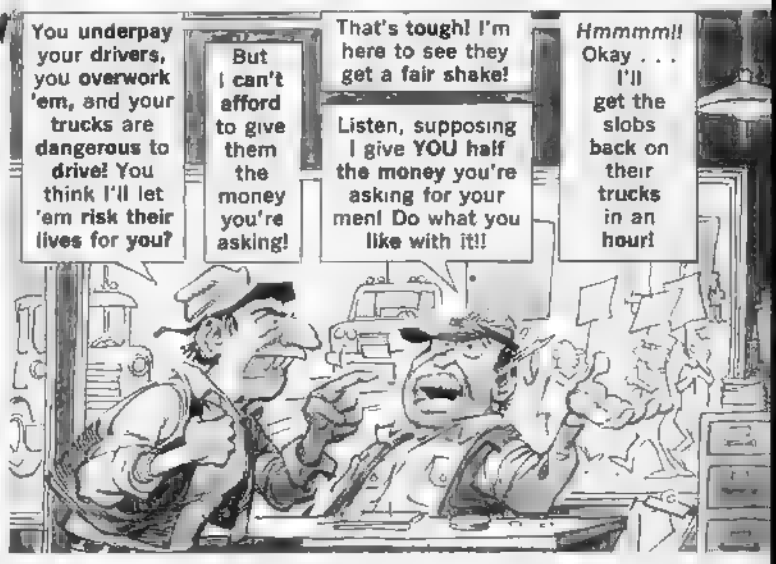
You underpay your drivers, you overwork 'em, and your trucks are dangerous to drive! You think I'll let 'em risk their lives for you?

But I can't afford to give them the money you're asking!

That's tough! I'm here to see they get a fair shake!

Listen, supposing I give YOU half the money you're asking for your men! Do what you like with it!!

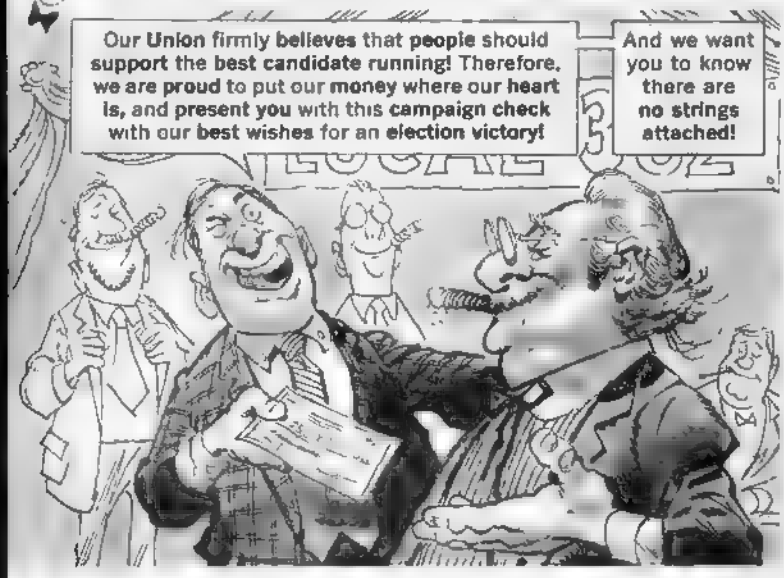
Hmmmm!! Okay . . . I'll get the slobs back on their trucks in an hour!



And the **winner** is **Vito Carbone** for his stirring emotional role in the moving scene, **"I'm A Yankee Doodle Dandy"**...

Our Union firmly believes that people should support the best candidate running! Therefore, we are proud to put our money where our heart is, and present you with this campaign check with our best wishes for an election victory!

And we want you to know there are no strings attached!



That was very public-spirited of you, Vito! Are you **SURE** there were no strings attached to that contribution?

Would the new Ambassador to Luxemburg LIE?

In the **"Featherbedding"** category, the first nominee is **Louis Ruis** in **"Why Wait Till The Last Minute?"**

How come your damn Union forces me to hire six musicians when we're only doing "Hamlet"!?!

It's for your own good! If those six musicians weren't standing by, and Ophelia or Laertes or Hamlet said, "Hey, let's have some music!" . . . you'd look pretty damn silly!

The second nominee is **Kevin Dubinsky** for his work in the electrifying scene, **"Everybody's A Specialist"**...

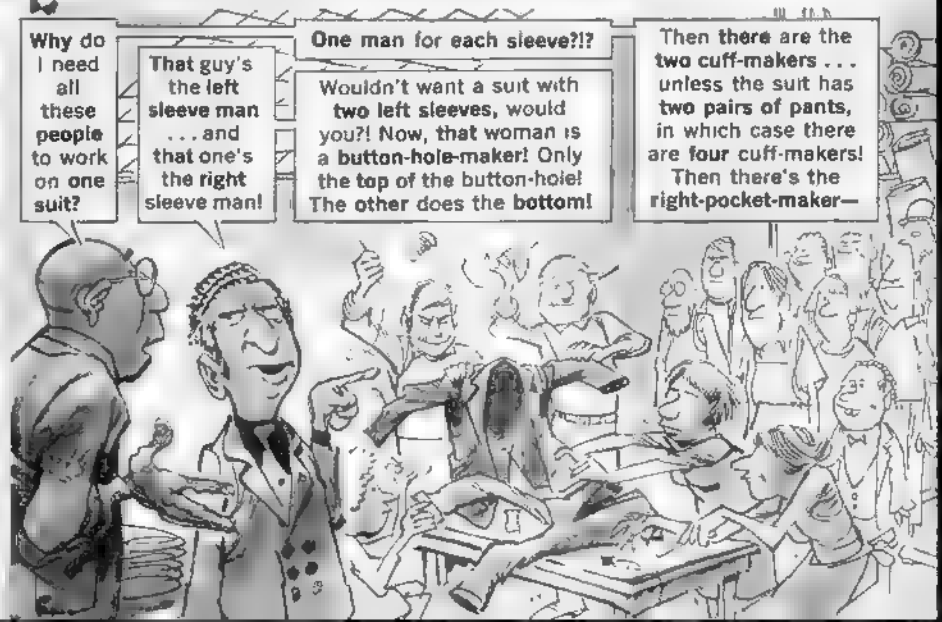
Why do I need all these people to work on one suit?

That guy's the left sleeve man . . . and that one's the right sleeve man!

One man for each sleeve?!?

Wouldn't want a suit with two left sleeves, would you?! Now, that woman is a button-hole-maker! Only the top of the button-hole! The other does the bottom!

Then there are the two cuff-makers . . . unless the suit has two pairs of pants, in which case there are four cuff-makers! Then there's the right-pocket-maker—



And the winner in the **"Featherbed"** category is **Pete Smarmy** for his convincing explanation in **"We're Working For You!"**

Hey . . . what are those two guys doing?!?

So where's the Head Riveter?

Helping to forge a partnership between Business and Labor to get this job done quickly and efficiently! That one fellow brings the Head Riveter his lunch, and the other takes his garbage away after he eats! That way, the Head Riveter doesn't waste time going out to lunch!

Oh . . it's his birthday! He gets the day off!!

Congratulations, Pete . . . and here's your gold statuette!

My Union Contract says I'm not allowed to accept statuettes directly! You have to give it to him . . . and he'll give it to me!

All right, I'll give it to him, then . . .

Also give him fifty bucks for his time to and from home!

In the category of **"Union Organizers,"** the first nominee is **Len Potz** for **"Can't Be Too Careful"**. . .

Violence?! What violence?! Our pickets only wanted to make sure that non-Union workers were driving safe vehicles . . .

. . . so they examined their cars to make sure! It shows man's concern for his fellow man!!

The second nominee is **Donald Kiniver** for his strong performance in **"Silver Threats Among The Gold"**. . .

I'd be the last one to tell you which business you should lend money to! I mean, if you want to make a big loan to The Acme Window Shade Company —even though they're not even Unionized—it's okay with me!

Of course, if our Union wants to put its billion dollar pension fund into another bank, I'm sure it'll be okay with you!!

Tell Acme to drop dead!!

And the winner is **Carmine Cohen** in **"Suddenly Last Rites"**. . .

Did anyone see what happened here?

I was just passing by when suddenly there was this huge explosion! I hope nobody was injured!

No . . . nobody was injured!

What?!?

Mainly because they're all dead!

Whew!! You had me worried there for a minute!!

I'm really glad that you won, Carmine!

So am I! Now I won't have to get myself all messy and dirty!

Huh? Doing what . . .?

Attaching a **BOMB** to your car's starter!!

In the "Public Service Unions" category, the first nominee is Sam Licht for "What's The Difference?"

We deeply regret that our people cannot get what they want by honest negotiations! Now, we must do something we don't want to do!

What's that?

We must take the law into our own hands!

That's no big deal!!

What makes you say that?

Because you're the Policemen's Union!!

The second nominee is Tommy Della Corte for his sickening performance in the scene, "Sickness Slowdown"...

I can't ask these sick men to go out there and fight fires, Mr. Mayor...

Look at Hogan—his hangnail could spread to his entire hand...

And Reeves, with his case of prickly heat that could be terminal...

And Morgan, with his ear wax...

Can't we do anything for them?!?

Give 'em $6 more an hour, and see how fast they recover!!

And the winner is Harold Bass for "Clothes Make The Man"...

...and in addition, my people will not return to work unles they get the same as the other Municipal Employees get! We demand a $1,500 a year "uniform allowance" for each worker!

But your people are Clerical Employees They don't WEAR uniforms!

Exactly! How do you think they feel not being able to wear snappy uniforms on their jobs! They feel left out! And you want to penalize them on top of it?!?

Congratulations, Harold! I know that you—

Can't talk! Got a plane to catch to Bermuda!

I'm glad you can afford such a nice luxury as a Bermuda vacation!

Who can afford it?! I'm using my "uniform allowance" to pay for it!!

And in closing, a Special Award!! In the "Let's Keep The Fires Of Inflation Burning" category, we now honor Barry Goniff...

We need a "Cost of Living" increase! The price of everything has gone up, and we have to keep pace with these rising costs!

But if we give you a "Cost of Living" increase, we'll have to raise prices to cover it, and the cost of living will go up even more! Then what??

What else?!? We'll demand ANOTHER "Cost of Living" increase!!

Here's your Special Award, Barry!

Thanks! But remember, when I win next year, I want the statuette to be at least fifteen percent bigger!

Sure, Barry!

G'night, folks!

DOUBLE-STANDARD-BEARERS DEPT.

DIDJA EVER N

ARTIST BOB JONES

Policemen and Firemen who go out on strike without any regard for the Public Safety . . .

. . . suddenly become very concerned about the people's health and well-being when they're faced with cost-cutting layoffs.

Law and Order lovers who scream whenever a Cop is shot . . .

. . . continue to fight against Gun Control Legislation, even though Cops are usually the victims of gun-toting maniacs.

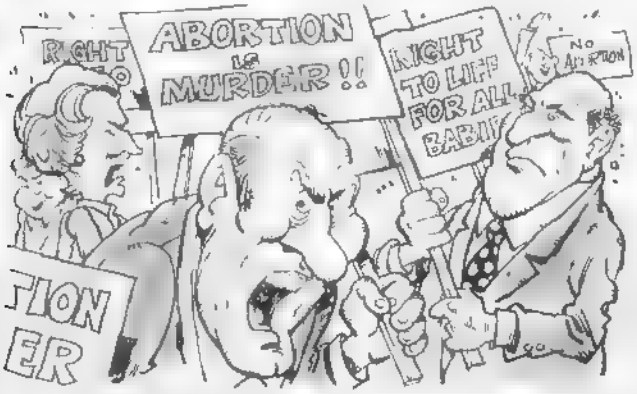
Politicians who scream "Preserve the Law!" the loudest . .

. . . are usually the ones who are discovered breaking it.

OTICE THAT...

WRITER LOU SILVERSTONE

Some of the people who are opposed to abortion because they believe that everybody has a right to life . . .



. . are gung ho about bombing and killing anyone that they consider to be a threat to our form of Democracy.

Some of the very same people who preach patriotism and liberty and the flag and the Constitution . . .

. think it's perfectly okay for the CIA to spy on Americans.

Many of the alleged Liberals who demand school busing . . .

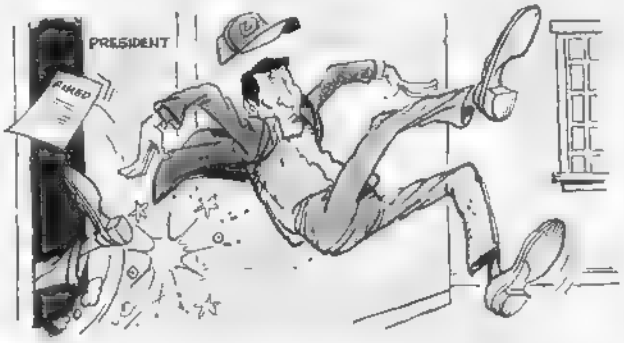
. send their own kids to lily-white private schools.

Mothers who scream loudest when someone picks on their kids . . .

. manage to look the other way when their brat starts clobbering some smaller child.

Those "Winning is everything!" Coaches who engage in underhanded recruiting with no regard for the future of their players are honored by their Universities . . .

. . . but a Coach who recruits according to the rules and thinks it's important that his players do well in schoolwork is fired because his team doesn't make the Top Ten.



City-dwellers who moved out to the suburbs so they would have clean air to breathe . . .

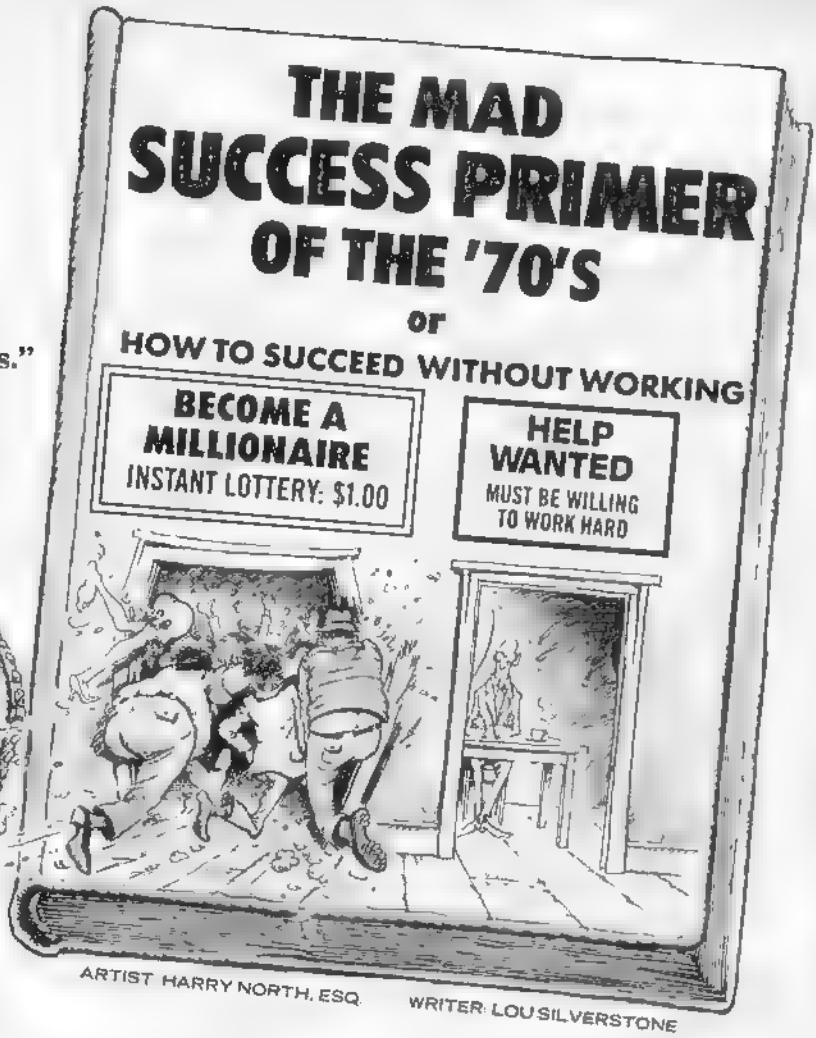
. . are doing their damndest to pollute it with wood-burning fireplaces and daily barbecue cookouts and Fall leaf-burning

People who complain the loudest about our Government . .

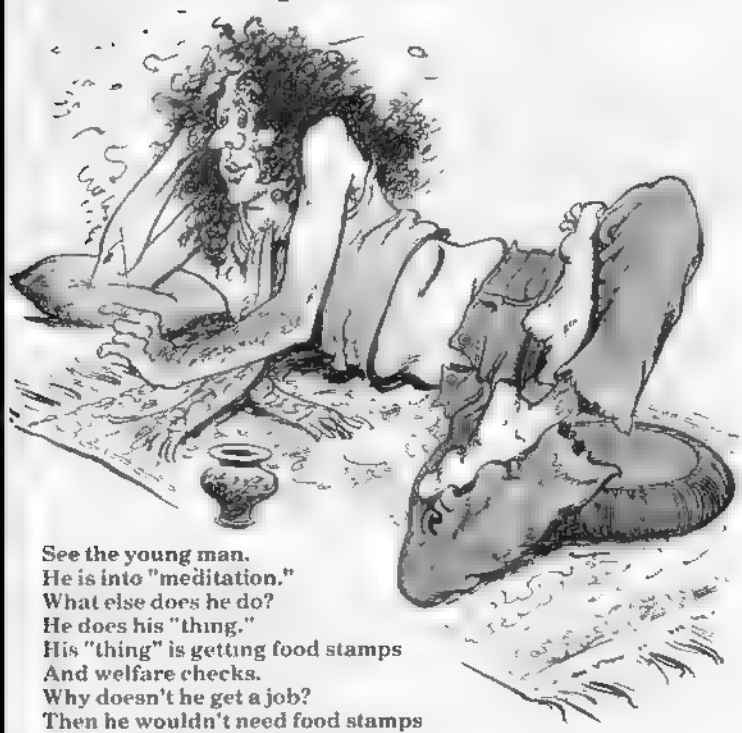
. . . never bother to register or to vote on Election Day.

SLEAZY DOES IT! DEPT.

See the man.
He is a writer.
He is a MAD Writer.
He is working hard.
Is he working hard
On a MAD Story?
No, he is working hard
Trying to convince MAD's Editor
To run another one of these ridiculous "Primers."

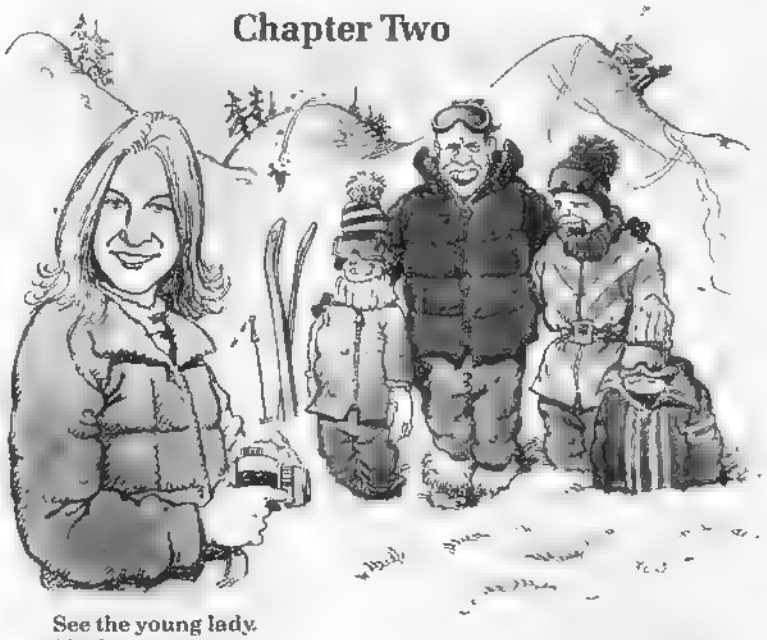


Chapter One



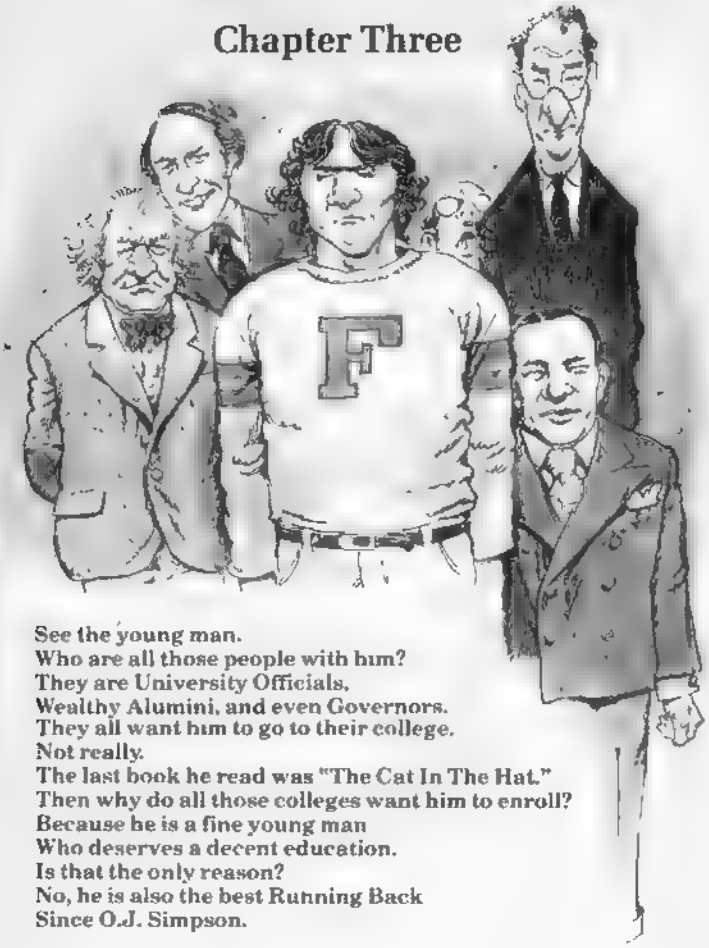
See the young man.
He is into "meditation."
What else does he do?
He does his "thing."
His "thing" is getting food stamps
And welfare checks.
Why doesn't he get a job?
Then he wouldn't need food stamps
And welfare checks.
He doesn't get a job because
He doesn't dig the "9-to-5 scene."
Besides, if he got a job,
The Government would expect him
To repay his college loan.

Chapter Two



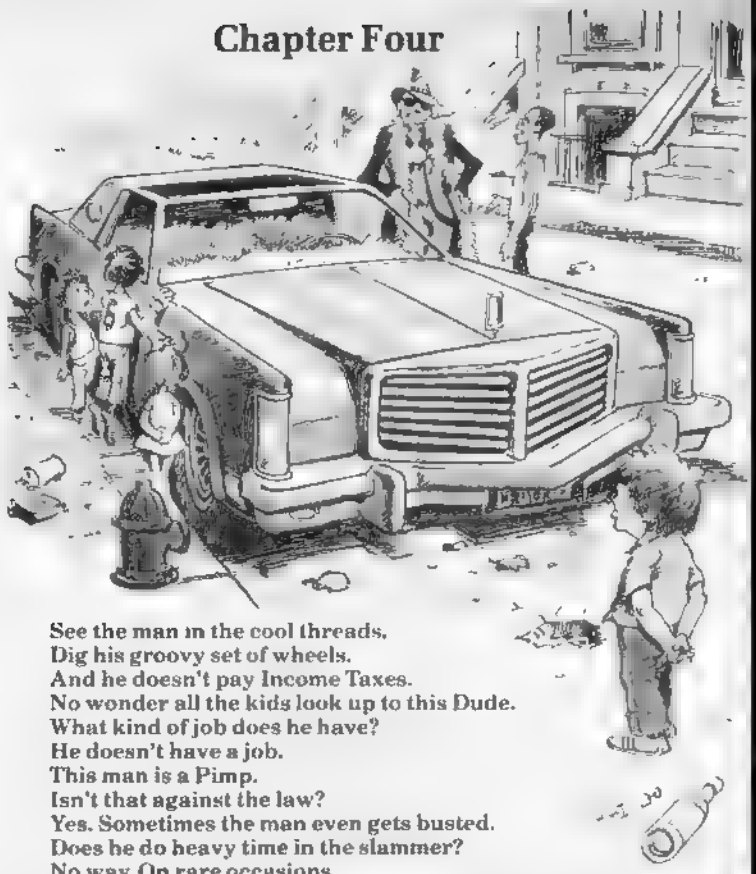
See the young lady.
She has a camera.
She is taking pictures.
Is she taking pictures for the family album?
No, she is a Professional Photographer.
She is taking pictures for a National Magazine.
Did she go to Photography School?
No, no, no.
Did she major in Photography in college?
No, no, no. She dropped out of college.
Is dropping out of college the way to become
A Photographer for a National Magazine?
It is, if your Father happens to be Jerry Ford.

Chapter Three



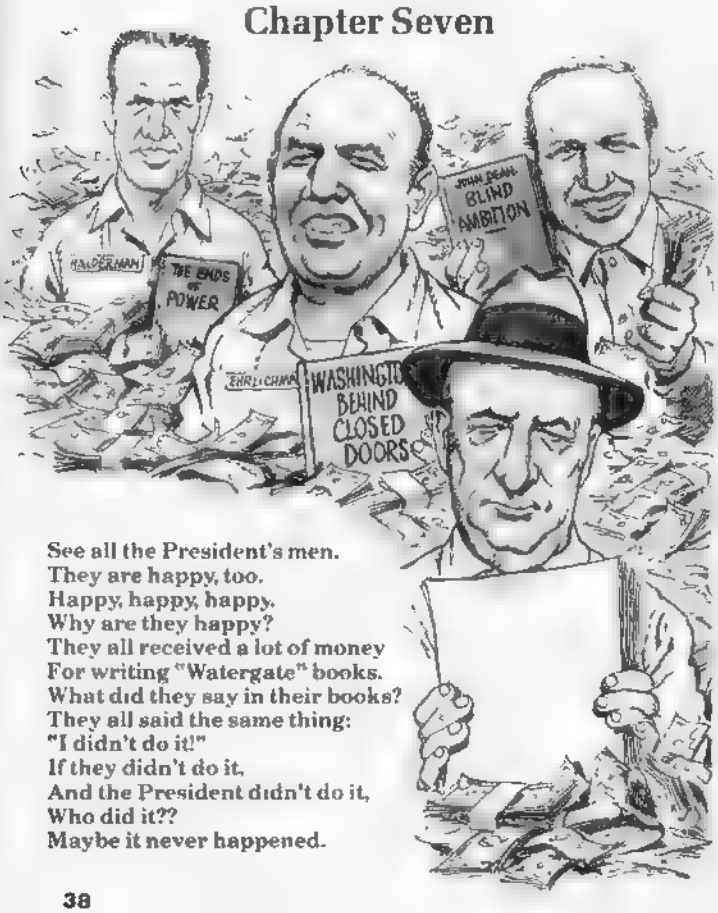
See the young man.
Who are all those people with him?
They are University Officials,
Wealthy Alumini, and even Governors.
They all want him to go to their college.
Not really.
The last book he read was "The Cat In The Hat."
Then why do all those colleges want him to enroll?
Because he is a fine young man
Who deserves a decent education.
Is that the only reason?
No, he is also the best Running Back
Since O.J. Simpson.

Chapter Four



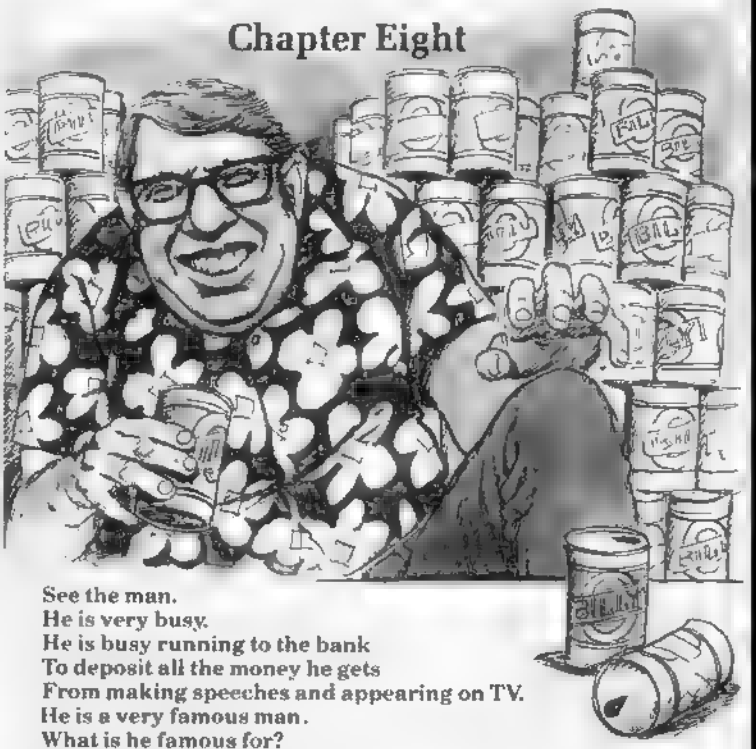
See the man in the cool threads.
Dig his groovy set of wheels.
And he doesn't pay Income Taxes.
No wonder all the kids look up to this Dude.
What kind of job does he have?
He doesn't have a job.
This man is a Pimp.
Isn't that against the law?
Yes. Sometimes the man even gets busted.
Does he do heavy time in the slammer?
No way. On rare occasions
A Judge has been known to make him pay a fine
Which is usually less than he makes in one day.

Chapter Seven



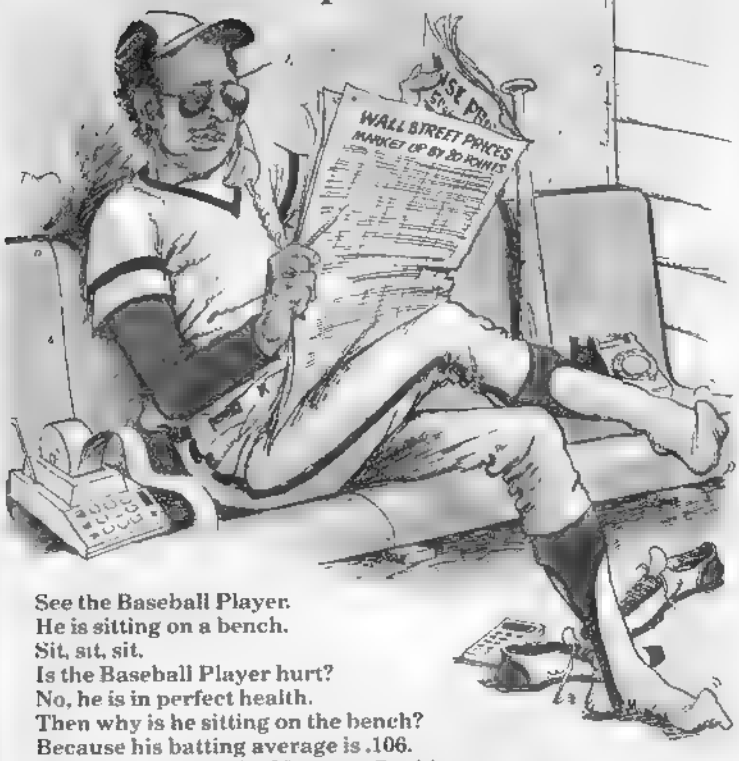
See all the President's men.
They are happy, too.
Happy, happy, happy.
Why are they happy?
They all received a lot of money
For writing "Watergate" books.
What did they say in their books?
They all said the same thing:
"I didn't do it!"
If they didn't do it,
And the President didn't do it,
Who did it??
Maybe it never happened.

Chapter Eight



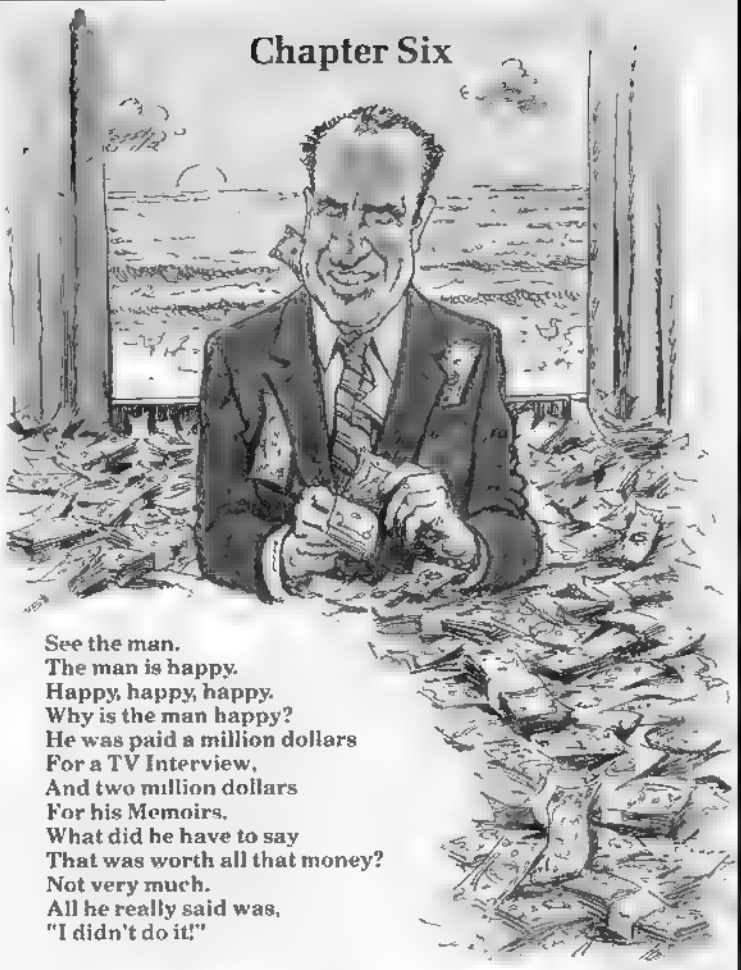
See the man.
He is very busy.
He is busy running to the bank
To deposit all the money he gets
From making speeches and appearing on TV.
He is a very famous man.
What is he famous for?
Mostly for drinking beer?
And the fact that he's the President's Brother.
Does he owe his popularity to the President?
In the beginning, he did.
But right now, the President
Owes what little popularity he has left
To the fact that he's Billy's Brother.

Chapter Five



See the Baseball Player.
He is sitting on a bench.
Sit, sit, sit.
Is the Baseball Player hurt?
No, he is in perfect health.
Then why is he sitting on the bench?
Because his batting average is .106.
Then why doesn't the Manager fire him.
He can't, because the player has a "no Cut" contract.
Is the player unhappy sitting on the bench?
Not really. How many people get a million dollars
Just to sit on a bench?

Chapter Six

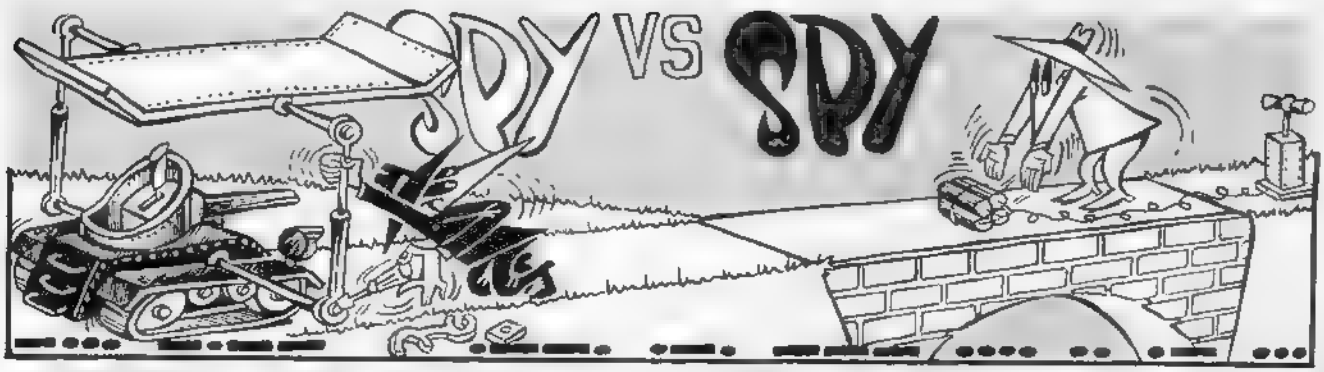


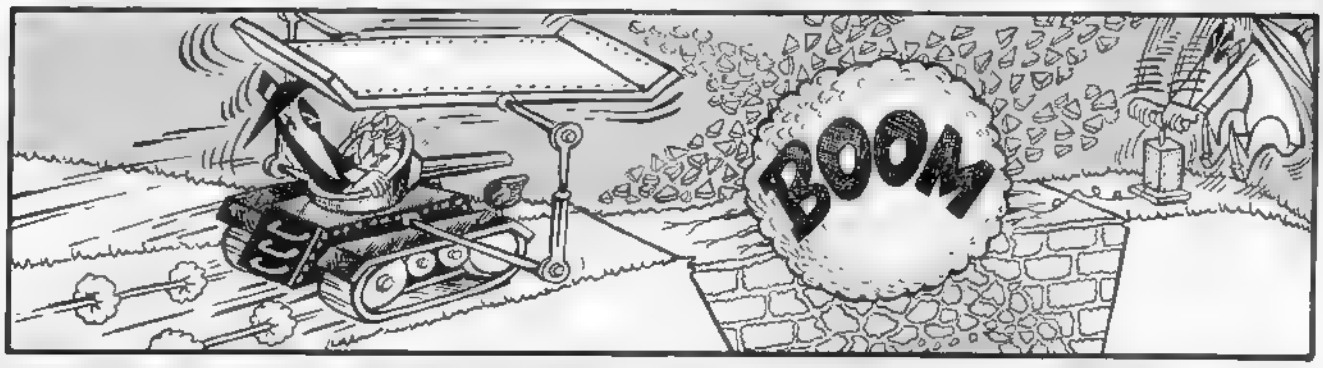
See the man.
The man is happy.
Happy, happy, happy.
Why is the man happy?
He was paid a million dollars
For a TV Interview,
And two million dollars
For his Memoirs.
What did he have to say
That was worth all that money?
Not very much.
All he really said was,
"I didn't do it!"

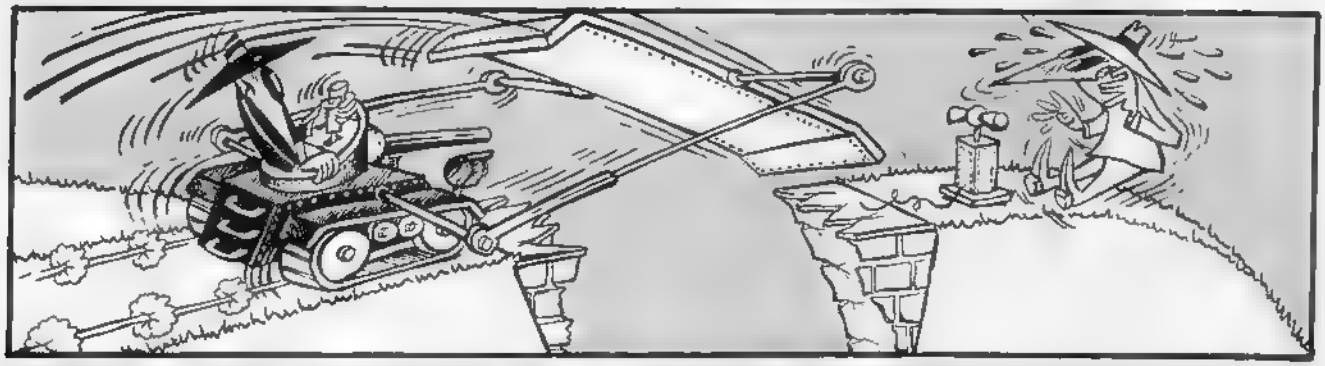
Chapter Nine

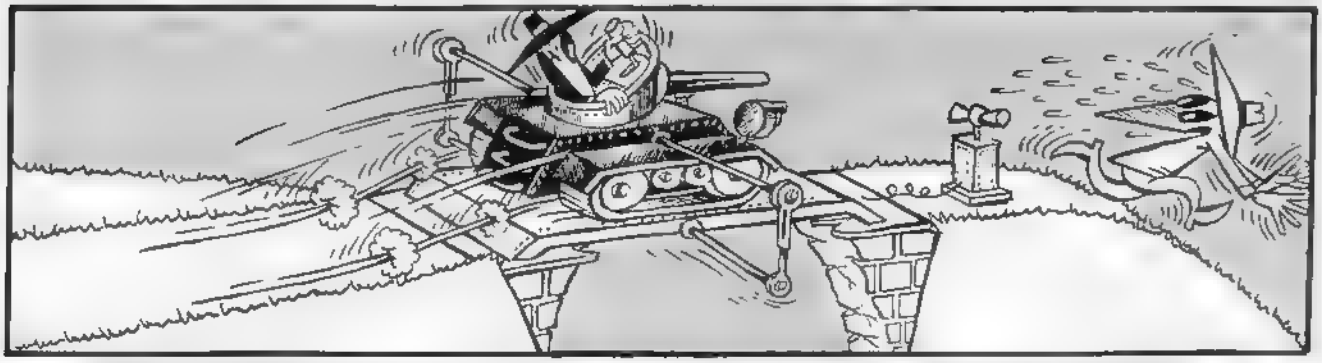
See all the glamorous young Stars.
Their names are Minnelli, Fisher,
Thomas, Cassidy, Douglas, Boone and Fonda.
Aren't these names very familiar?
That's because their Fathers had the same names,
And they were famous, too.
Does having a famous parent help you to become a Star?

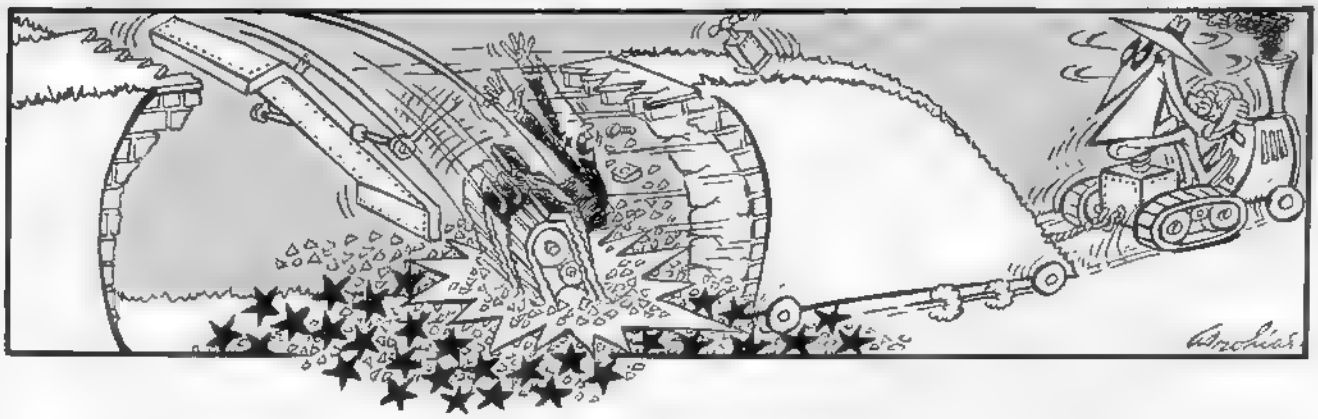
All of these young Stars say, "No!"
In fact, they say having a famous parent is a handicap.
Then why didn't they change their names?
Maybe because if their names weren't
Minnelli, Fisher,
Thomas, Cassidy, Douglas, Boone and Fonda,
They wouldn't have gotten their foot in the door.


SPY VS SPY


BOOM



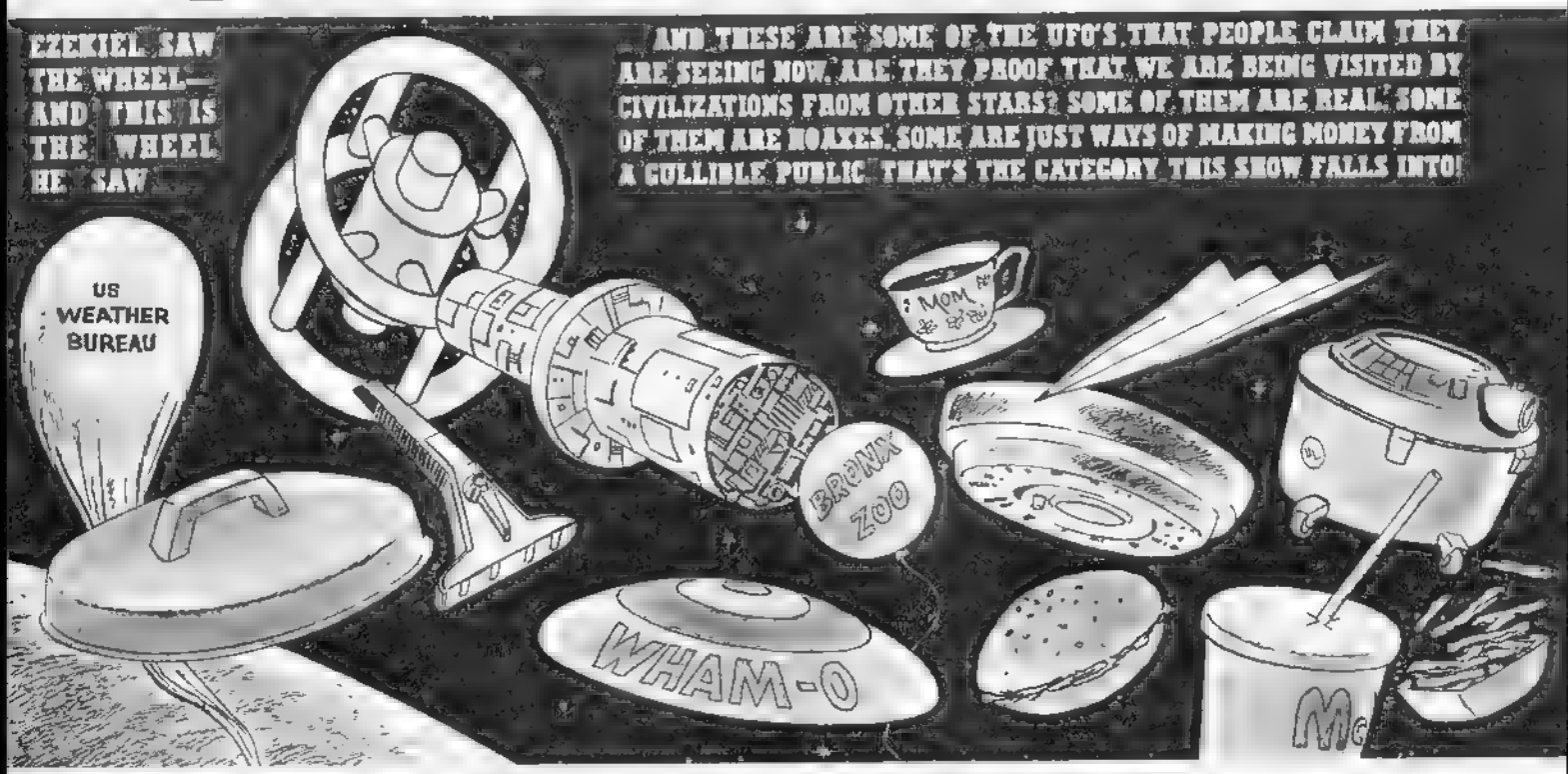




GROSS ENCOUNTERS OF THE WORST KIND DEPT.

The Air Force's "Blue Book" files contain investigations of over 13,000 sightings of Unidentified Flying Objects gathered in 23 years. We're sure that many of these sightings were incredible experiences. But a hit TV Series seems to ignore these incredible experiences in order to bring us what looks like a concerted effort to

REJECT UFO'S



ARTIST: ANGELO TORRES WRITER DICK DE BARTOLO

Help, Stewardess, HELP! I just saw a big green thing flying in the sky!

No need to get excited, Ma'am! It was probably just our Inflight Movie!

But this route has NO INFLIGHT MOVIE!

HELP...HELP...!

I saw a Flying Saucer, Dad!! I swear to God!

Since when did YOU start believing in God?

Since I saw that Flying Saucer!!

Where is your Sister?

She's gone!

Gone where?

She went off with this—this creature! He had one big yellow eye, and long things coming out of the top of his head, and ugly, scaly skin!!

If I told that girl once, I told her a hundred times, I don't want her going off with strange men!!

Captain, you're ordered to a town called Sticksville to investigate three sightings...including one from a lady on an airliner who claims she saw a big green yecchy thing in the sky!

Some people's wild imaginations!

Shall we drive.... or shall we fly, Sir?

DRIVE, idiot! You won't get ME up in a plane while there's some big green yecchy thing in the sky!!

Now I understand that you girls were parked out there on that dark lonely road with your boyfriends! Right...? Suppose you tell us exactly what you saw!

Well, we didn't see very much! Ben was just taking off his shirt, and Tom was still taking off his shoes and socks!

How much of the FLYING SAUCER did you see?!?

None!! We were looking at Ben and Tom!!

USAF 142001

Okay...now suppose you guys tell us what YOU saw...

And tell us in a slow careful way! You see, we have a very limited budget for this series, and with the cost of the special effects so high, we have to show every UFO sequence at least TWICE!

ZAP!
Well, we were out on Dead End Road ...on our way... between the Movie Theater and the Soda Shop!
But the Movie Theater is right next door to the Soda Shop!
That's right! But WE were on our way to MAKIN' OUT!! And Makin' Out comes BETWEEN the movies and sodas, Man!
Anyway, we were on our way... between the Movie Theater and the Soda Shop... when suddenly, out of the sky, came this big round object with flashing lights and makin' an eerie sound!
Very good, Ben!
I saw exactly what BEN saw!
Okay, Tom! Now suppose you tell us exactly what YOU saw!
Tom, that Flying Saucer was one of the best special effects we ever had on this program!!
So SUPPOSE YOU TELL US EXACTLY WHAT YOU SAW!!
Okay! Okay! We were on our way... between the Movie Theater and the Soda Shop ...when suddenly, out of the sky came...
That was very good!
What now...?
Sergeant Fizz will have to take specimens!
Okay... if each of you will fill up one of these little bottles—
SOIL SPECIMENS, you idiot!!
Excuse me, Gentlemen! I'm the Science Editor of the "Sticksville News"! Now, I don't like to brag, but I'm an expert on Flying Cups!!
Un... that's Flying Saucers!
Flying Cups... ...Saucers... Soup Plates...! To me, they're all "FUO's"!
That's "UFO's"!
Whatever!! Just give it to me straight! Do you think the Marshmallows have really landed here...?

Well, we don't have anything conclusive yet!
Just give me an opinion off the top of your head!
Sir, that's one thing we DON'T DO!
We talk to anyone and everyone who had even a glimpse of the object in question!
We analyze samples of soil! We do hundreds of tests costing thousands of dollars!
And then, and only then, do we give an opinion off the tops of our heads!

Mr. Kosarin, have you had any word from your daughter since the night she vanished?
Not a postcard!
Not even a phone call! You'd think they'd have a telephone on a Flying Saucer!
I know you're upset, Sir, but the Air Force is now on the scene!
That's what makes me even MORE upset!

Oh, if only Linda's Mother was here!!
To console you?
No...for the Martians to take away! I'd trade her for Linda ANY day!!

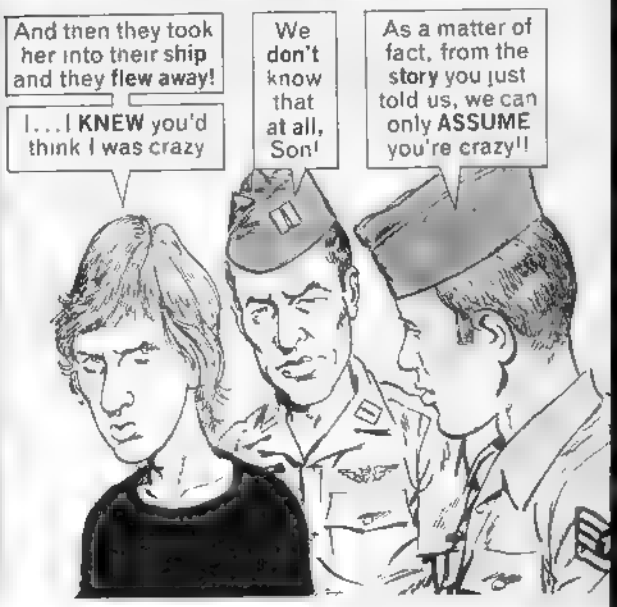
All right, Wayne! Suppose you tell us exactly what you saw that night...!
EXACTLY...?
Every detail!!

Well, I was outside the trailer, pumping water! Suddenly, I saw this huge, complicated device flying in the air! It had thin piano wires holding it up, and it was made of painted cardboard and plastic and papier-maché and—
Er Wayne!! When we said, " . tel. us EXACTLY what you saw " we didn't mean THAT exactly!

Well, I was outside the trailer, pumping water! Suddenly, I saw this huge, complicated device flying in the air! It had a big blazing light on it! The light was so bright, I could even see the thin piano wires holding it—
WAYNE!!
Oh, let him go on!

Oh, my God, Linda! Look!! Can you Believe it?! Go get Dad!
We better not! That thing just landed on his tomatoes! If he comes out here and sees that, it'll be the very first intergalactic incident!
Those blinking lights! I think it's some kind of language!
Rats! I KNEW I should have studied Martian instead of Latin! I'll NEVER get to use Latin!
Stay here! I'll go take a closer look!

You'd better not! It might be dangerous!
Okay, smarty! YOU go!!
Listen, I only said it MIGHT be dangerous! I didn't say anything about ME going!!
Besides, YOU'RE the one who's always belly-aching about never getting to GO anywhere!!
Y'know... I think I'm beginning to understand their code! They're saying, "We'll have a large pizza with everything on it... to go!"


And then they took her into their ship and they flew away!
I... I KNEW you'd think I was crazy
We don't know that at all, Son!
As a matter of fact, from the story you just told us, we can only ASSUME you're crazy!!

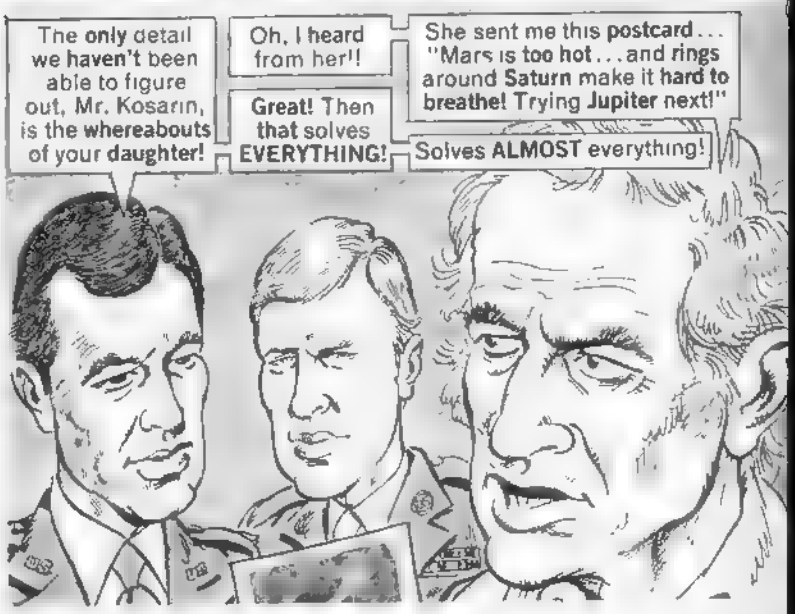
Okay, Mrs. Glitch! Suppose you tell us exactly what you saw while you were aboard Trans-Cloud Airline's Flight number 131!
Well, I was sitting in my seat, when suddenly I saw this green mass! At first, I thought the Stewardess was serving dinner! You know how airline food looks! But then I saw the green was coming from outside the window!
Also... the airline food that day was ALL BLUE... so we know it wasn't the food!!
SUS AIRLINE

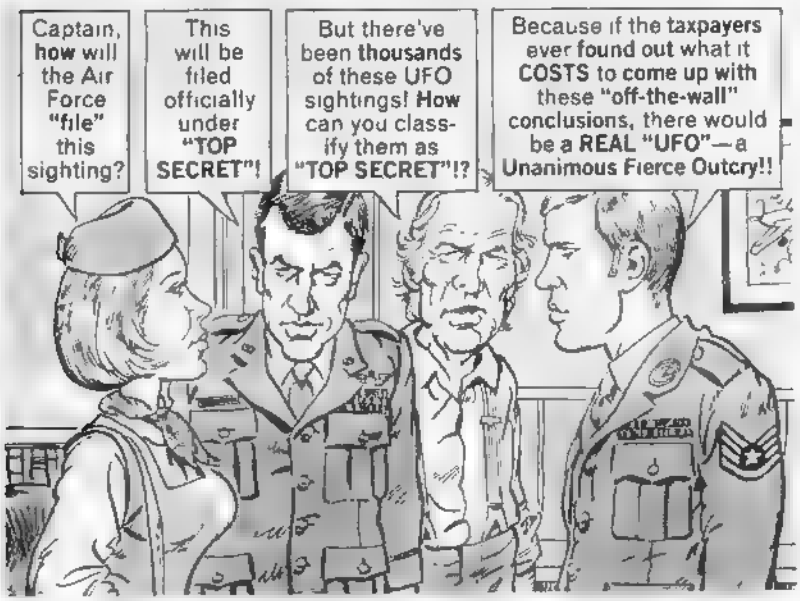
I yelled for help and the Stewardess came and...
Do you remember what day it was?
It was the Monday after Easter! I—I remember, because the day before, the Easter bunny brought me some eggs, and— I see you men are recording all this!
Yes, Ma'am! We don't want to miss a single detail! Besides, these tapes are always good for laughs at Air Force parties!

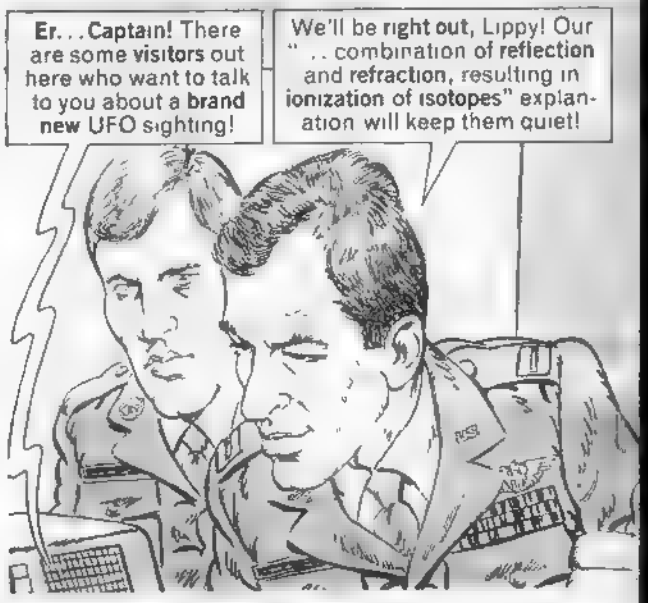
Captain, you were in command of that flight! Did you see anything STRANGE that night?
I didn't see a thing! Not a thing! I keep my eyes closed during flights! I'm actually afraid to fly!
Afraid to fly, Captain ..or afraid to admit you really DID see a flying object.. ?!
Okay! I DID see something! But I'm not going to tell you guys, and have you laugh in my face!
Then TURN AROUND and tell us what you saw!

I was on that flight, Sir, and I took some pictures of the object!
That's good news, Son! Because it could be a hoax! Sometimes people INVENT Flying Saucer sighting stories just to make some money!
I find that hard to believe, Sir! Now which pictures did you want? The black & whites are $6.00 each, the color ones are $11.00 each, and the complete set of slides is $150.00!

Y'know, Sarge! You've been at this game a lot longer than me! You have more experience! I wish I'd KNOWN some people pull UFO hoaxes just to make money!
What's the big deal, Captain? If the kid's pictures ARE fake, you're only out a few bucks...!
I'm not concerned about a few bucks! It's the $3000.00 I paid for my new Underground UFO "Martian-Proof" Protection Shelter I'm worried about!
U.F.O. PARKING LOT 2
How's the phone call investigation going, Lippy?
Not well! I've called all over the area of the sighting, and I haven't come up with anything! There were no big green balloons flying that day, there were no green searchlights, no explosion at a Lime-Flavored Jell-O factory! The only slim lead I got was that a movie company sprayed a dirigible green and flew it around to promote their new movie, "The Attack Of The Green Slime"!
You're right! That's TOO SLIM a lead to bother following up on!
Do you think this latest UFO sighting might be a real invasion from outer space?
I don't know, Sir!
Do you think there's any cause for alarm...?
I don't know, Sir!
Do you think it's a complete hoax?
I don't know, Sir!
I'm glad your Department's a stickler for FACTS, Captain! Based on your information, I feel it only fair to put the country on Preliminary Alert!
This is Gen. Chase speaking! I want to put all Naval units on "Stand-by"...upgrade all aircraft to "1st Stage Alert" ...put all Marine Units on ...WHAT?!? Wrong number!?!
Is this Command Headquarters?
It's...Command Pizza Parlor!?!
Okay, make it a "Large"...with mushrooms...and a "Small" with pepperoni!
THE WALLS HAVE EARS
I'll tell you why we called you all here! We've just gotten the test results back from our labs, and we—
And they think we're all nuts... don't they, Captain! Go ahead, give it to us straight!!
They don't deny you saw what you claim you saw, but they can't initiate irrefragable substantiation within the confines of plausible acceptance, especially considering the circumstances and the veracity of the witnesses!
You call that STRAIGHT?!?
As far as the Air Force is concerned.. that's about as straight an explanation as you'll get!!
You all did see a giant green circular object, except that actually it was square and orange!
If it was square and orange, how could it appear to be round and green?!?
That was a combination of reflection and refraction which of course resulted in ionization of isotopes! As a pilot, you know that!
I do?!
See? Even the pilot here agrees with us!
GESUNDHEIT!



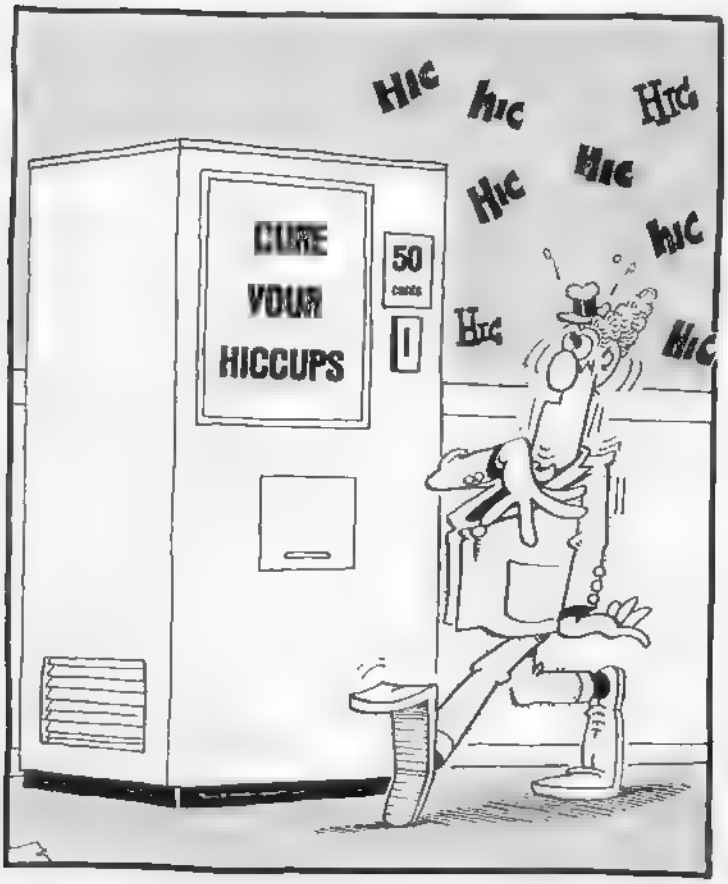


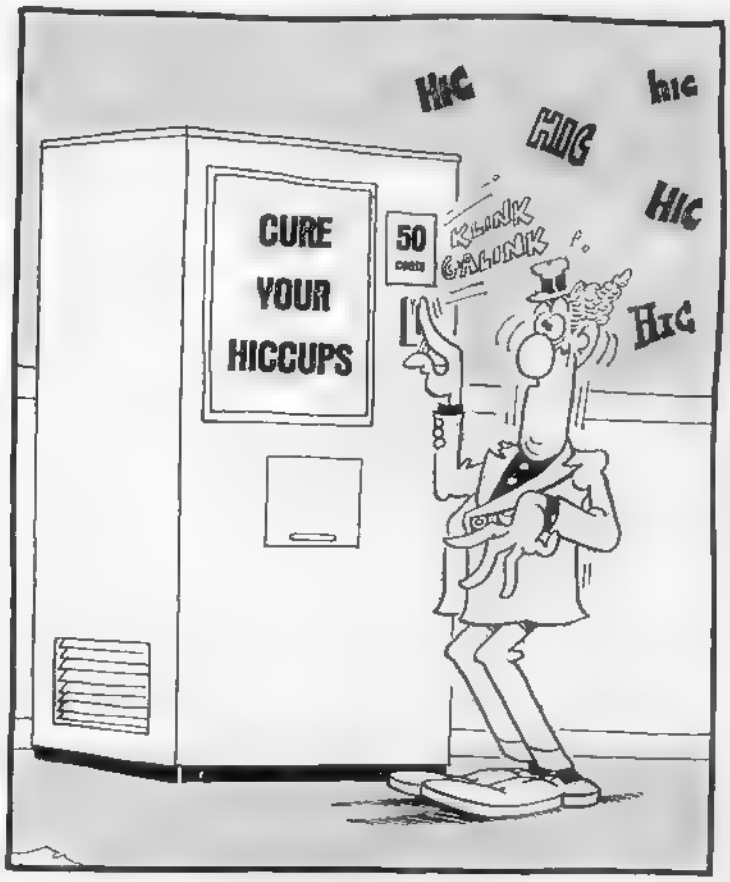


THE AIR FORCE, AFTER 22 YEARS OF INVESTIGATION, CONCLUDED THAT NONE OF THE UFO'S POSED A THREAT TO OUR NATIONAL SECURITY! SO MUCH FOR GOVERNMENT GOBBLEDEGOOK! N.B.C. ON THE OTHER HAND, DEEMED THIS TV SHOW A THREAT TO ITS PROFIT PICTURE, AND DROPPED IT BEFORE MAD COULD GET THIS SATIRE OUT ONTO THE NEWSSTANDS!

A WHAT IV PRODUCTION

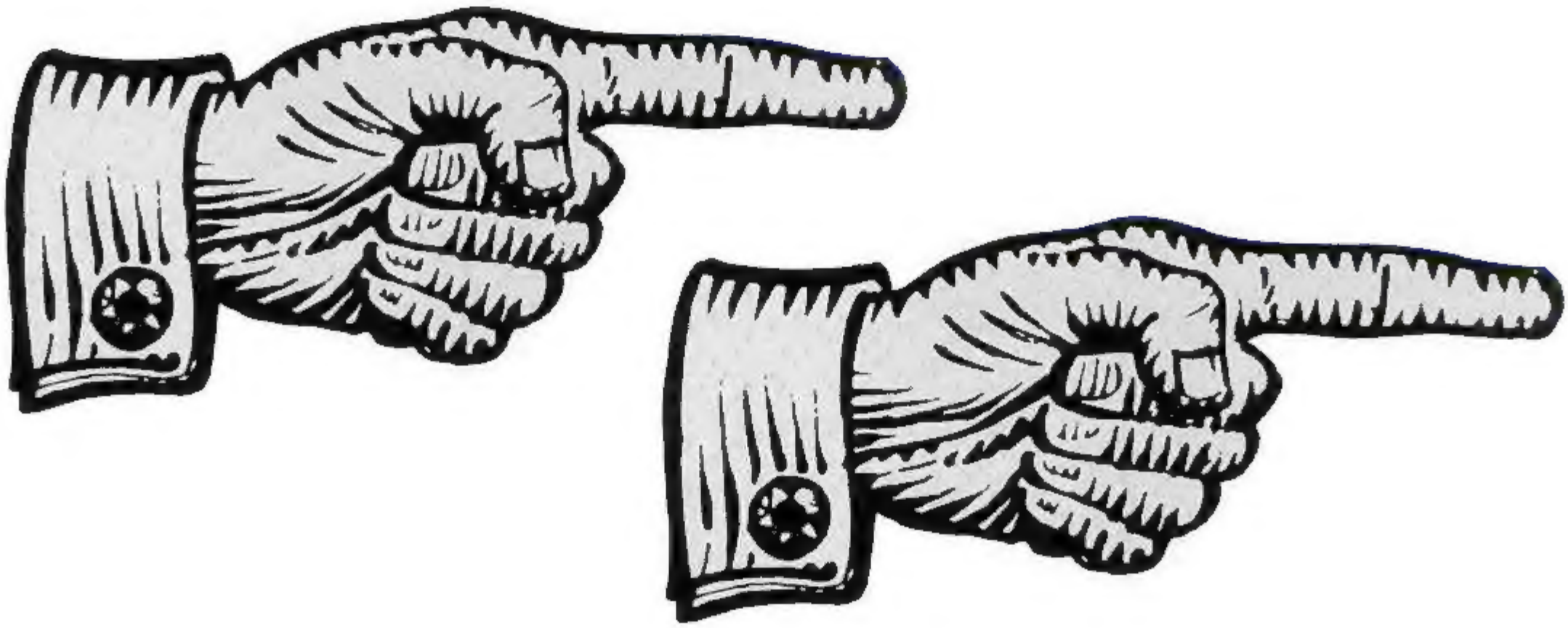
ONE EVENING IN A GEORGIA BUS TERMINAL





Nothing to see here!

Please skip ahead.



WHAT HEAVY DRINKER SHOULD BE KEPT OFF THE ROAD?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Drinking has become so much a part of our daily lives that we hardly notice when someone consumes more than he should. However, one particular heavy drinker can no longer be tolerated, and must soon be forced to disappear from our scene. To find out the identity of this over-indulger, fold in page.

FOLD PAGE OVER LIKE THIS!

A ▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

THE GOGGLE-EYED BOOZE HOUND IS SELDOM AWARE THAT HE HAS GOTTEN TIPSY. WHILE FALLING OFF HIS STOOL, THIS PUZZLING CASE WILL MUMBLE OVER AND OVER THAT HE'S COLD SOBER

ARTIST & WRITER: AL JAFFEE

A▸ ◂B

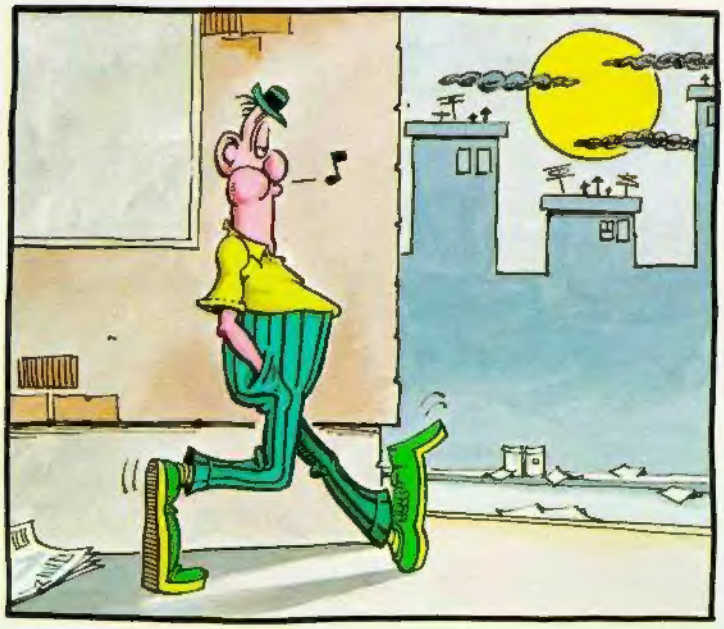
WHAT HEAVY DRINKER SHOULD BE KEPT OFF THE ROAD?

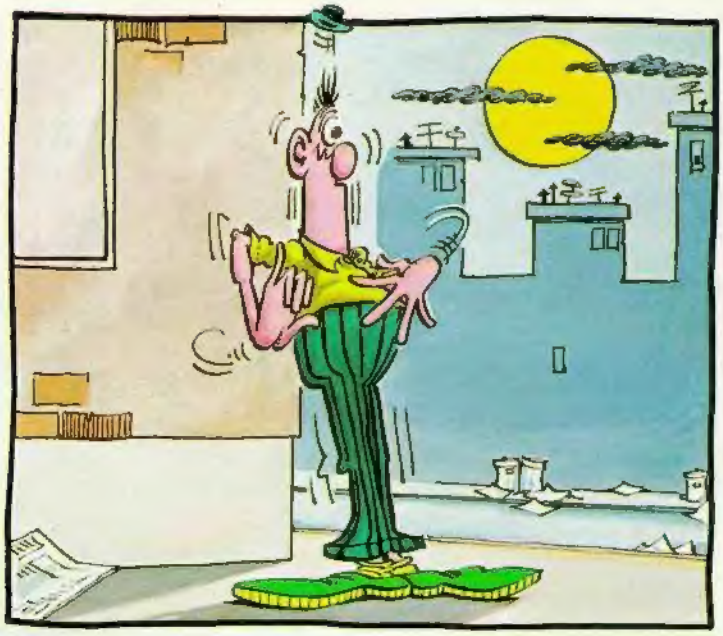
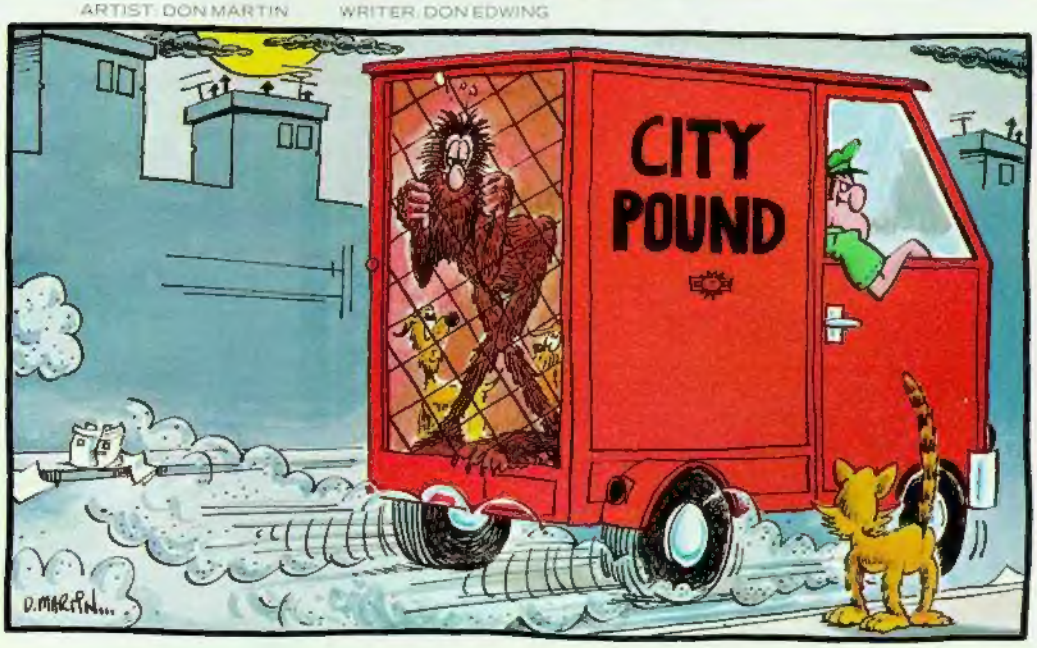
FOLD PAGE OVER LIKE THIS!

A ▸◂ B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

THE GAS
GUZZLING
CAR
A▸◂B





ARTIST: DON MARTIN WRITER: DON EDWING